

District of Saanich Agriculture and Food Security Plan Engagement Summary

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Introduction

This report provides a summary of engagement activities that have taken place during the first stages of the District of Saanich's *Agriculture and Food Security Plan* project. A review of the project's engagement strategy is provided followed by an assessment of who was engaged and how they were engaged. Any gaps in stakeholder engagement are also identified.

The results from the Agriculture & Food Security Community Survey are presented in a separate document, Appendix 1, and notes from meetings with some stakeholders are presented in Appendix 2.

An overview of all feedback heard during the engagement for Phases 1 & 2, including key issues such as strengths and challenges facing the local agriculture sector, will be presented at the next phase of public engagement.

The Engagement Strategy

To date, engagement for the *Agriculture and Food Security Plan* has been based on a strategy that was developed at the beginning of the project to effectively and collaboratively engage the Saanich community and key stakeholders in the planning process. The strategy uses a combination of the International Association of Public Participation (IAP2)'s core values, as well as principles of Community Based Social Marketing (CBSM).

The development of the AFSP involves working with a variety of community members and stakeholders to:

- **Inform:** To provide the public and key stakeholders with balanced and objective information to assist them in understanding the problems, alternatives, opportunities, and/or solutions facing agriculture and food security in Saanich;
- **Consult:** To obtain feedback and input from the public and key stakeholders on the analysis, alternatives, and/or decisions through the AFSP process;
- **Involve:** To work closely with the public and key stakeholders throughout the AFSP process to ensure concerns and aspirations are consistently understood and considered; and
- **Collaborate:** To partner with the public and key stakeholders throughout the AFSP process on each aspect of the plan to find common ground and identify preferred solutions.

The following desired outcomes are stated within the engagement strategy:

- Effectively engage the Saanich community and key stakeholders to provide input to the AFSP;
- Advertise and notify the community on ways to become involved in the process and engagement events;
- Obtain media coverage for special events by issuing press releases at key points in the process;
- Allow opportunities for the Saanich community and key stakeholders to take ownership over the AFSP; and
- Gain support, acceptance, and "buy-in" for the AFSP and its implementation.



Engagement Approaches

The following approaches were used to engage stakeholders. The purpose of each is indicated as well as a description of how the tool has been used in the process to date.

Tool	Purpose	Activities to Date
Media coverage	District staff created media content along with assistance from the consulting team. This included press releases and newspaper ads to advertise the open house and the online survey.	Press release: May 18, 2016, Dec. 2016, July 2017 & Nov. 2017. Advertisements: May 18, 20, & 24, 2016 Saanich News May 21 Times Colonist May 25 Saanich News Jan 13, 2017 Saanich News Articles: Nov. 9, 2016 Nov. 27, 2017
Website and Postcard	A dedicated web page was created for the project and is hosted by the District. Promotion of public events, such as the Open Houses, pop-up events and Online Surveys, were conducted through the webpage and through the social media. Postcards were distributed throughout the community to advertise the online surveys and some events.	The website can be viewed at: http://www.saanich.ca/food Facebook & Twitter throughout the process. Postcards were distributed at key events and community facilities throughout the months of May and June 2016 and Nov and Dec 2017. Saanich Climate Action Newsletter: Winter 2017
Task Force (TF) meetings	The Task Force acts as an advisory body for the development of the plan, providing guidance and advice at key junctures. The nine members of the Task Force represent various aspects of the local food system. There were five Task Force meetings held to provide project updates, to involve and consult Task Force members at each phase, and to ensure that their feedback is incorporated into all deliverables.	Five Task Force meetings occurred as follows: March 3, 2016: Meeting #1: Introduction to the project, scoping and review of community engagement strategy and stakeholder mapping exercise. March 31, 2016: Meeting #2: Vision statement was drafted and an initial discussion on key issues. April 21, 2016: Meeting #3: A SWOT analysis workshop. September 22, 2016: Meeting #4: Themes discussion and actions brainstorming. March 29, 2017: Meeting #5: Discussion on action items and implementation strategy draft.
Phone Calls and Emails	Communication to notify specific stakeholders about the online surveys, open houses, and draft documents. Encouraged stakeholders and the public to contact us to provide input, comments and/or ask questions.	District staff and consultants also used their existing networks to spread the advertisement of the online surveys and receive input on issues and opportunities, themes, objectives, and actions for the plan. Members of the Task Force distributed email advertisements regarding the initial online survey to any relevant list-serves during the month of June.
Community Meetings	District staff attended several community events and meetings in order to distribute postcards with links to the online surveys and to talk to stakeholders about the AFSP.	Council Advisory Committee meetings were attended by District staff in April and May 2016; May and June 2017, and November 2017. Retail stores, farms, and community centres were visited by District staff and members of the consulting team between February and June 2016 and November 2017. A full list is provided in the section below.
Saanich Staff meetings	Planning staff forwarded drafts of opportunities and issues and the themes, objectives and issues phases of the process for consultation.	Draft opportunities and issues reviewed with staff from all departments in April and May 2016. Draft Actions reviewed by Saanich staff from May to September 2017.

Tool	Purpose	Activities to Date
Open House	<p>The intent of the public open house is to provide members of the public with information regarding the AFSP, the project's progress, and to allow opportunities to collect input and feedback on draft deliverables.</p> <p>Three Open Houses were held for the project:</p> <ul style="list-style-type: none"> - #1: May 2016, - #2: January 2017, and - #3: November 2017. <p>Open House #1 was held on May 26th. The purpose of the first Open House was to launch the project publicly, refine the vision statement, and obtain initial feedback on issues and opportunities. Launching the survey was another objective of the first Open House. Paper copies of the survey were available for attendees to fill out.</p> <p>Open House #2 and a Facilitated Workshop was held January 18, 2017 to gather input on the development of objectives and actions from stakeholders and the public.</p> <p>Open House #3 was held on November 30, 2017 to present the draft actions for review and input from stakeholder and the public.</p>	<p>Open house #1 was held from 3pm to 7pm on May 26th, 2016. There were approximately 40 people who participated in the event, which was facilitated by staff and consultants. There was good discussion with those members of the public who attended regarding a diversity of topics including:</p> <ul style="list-style-type: none"> - Non-farm use of agricultural land. - Compliance and enforcement issues within the ALR. - Improving local food education programs at school. - Water resource management and climate change. - Future outreach and engagement opportunities regarding the AFSP. <p>Open house #2 and public workshop was held from 2:30 - 5:30 January 18th, 2017. There were approximately 60 individuals who attended and participated in themed workshop tables facilitated by Planning Department staff and members of the Consulting team. People also provided input through interactive display boards and handouts.</p> <p>Open house #3 was held on November 30, 2017 to present the draft plan to the community and receive comment and input on the actions and implementation strategy developed for the plan.</p> <p>Copies of public input received during the open houses were posted on the District's website.</p>
Survey	<p>Two surveys were developed to solicit feedback from both farmers and the general public. Survey one requested feedback on a proposed vision for the AFSP and potential policy opportunities, alternatives, and strategies. Survey two requested feedback on the proposed objectives and actions for the plan.</p> <p>The surveys were prepared in both digital and hard copy formats. Postcards were also developed to guide people to the online survey. The postcards were left at locations that are frequented by the public such as transit stops, the library, retailers, and recreation centres.</p>	<p>Survey #1 was made available online from May 12 to July 31 and Survey #2 was available from November 28 to December 16 2017. The surveys were developed using SurveyMonkey. Hardcopies of the same questions were also available for completion at the Open Houses.</p> <p>A total of 289 people filled out survey #1, 30 (just over 10%) of which self-identified as farmers. The survey was divided up into a number of topics including: Local Agricultural Knowledge and Awareness, Opportunities and Issues for both Agriculture and Food Security.</p> <p>A total of 46 people filled out survey #2. This survey supplemented feedback received from discussions from pop-up events, the November open house, and stakeholder meetings. The survey was divided into questions on the actions within the seven themes and the proposed implementation strategy.</p>

Who Has Been Reached?

During the first Task Force meeting, members of the consulting team took the TF through a stakeholder mapping exercise. The purpose of the activity was to determine which stakeholders need to be reached during the engagement phase of the project. The list of who was identified is presented here, along with information regarding how they have been connected to the project so far. Task Force members are also instrumental in connecting, informing and receiving input from their colleagues, some of them are represented here.

Target Stakeholder	Approach				
	Phone or email	Meeting face to face or committee	Task Force	Survey Ads/ Postcards	Open House
Agricultural Land Commission					
Agriculture and Agri-Food Canada					
Camosun College –(Sustainability Symposium)		X		X	
Centre for Plan Health					
City Harvest	X			X	
City of Victoria - Food Policy Coordinator	X	X			
Community Associations & groups	X				
Community garden groups (Gorge Park / Kent St. / Capital City Alotment / Serentiy / UVic)				X	X
Compost Education	X				X
CRD (Indigenous Relations / First Nation Health)	X	X		X	X
Capital Region Food & Agriculture Initiative Roundtable (CRFAIR)	X	X		X	X
Department of Fisheries and Oceans in Sidney					
Distributors of food (Island West Distributors)			X	X	
Farmers – local (Galey's / Madrona / Healing Hands / Glanford Greenhouses)	X	X	X		
First Nations (Songhees, Esquimalt, Tsawout, Tsartlip)	X	X			
First Nations / Indigenous foods representatives	X	X			
Food access NGOs (BC Food Share Network / Mustard Seed)	X	X	X		
Food system (processing & distribution) representatives			X		
Haliburton Farm	X	X			
LifeCycles	X		X	X	
Vancouver Island Health Authority			X		
Victoria Immigrant & Refugee Centre Society	X				
Wsanec School Garden	X	X			
Ministry of Agriculture	X				X
Ministry of Health – Healthy Families Program					
Municipality of Central Saanich	X	X			
Municipality of View Royal					
Municipality of North Saanich		X			
Retail (Red Barn, Root Cellar, Peppers, Country Grocer, Thrifty's Foods)	X	X		X	
Saanich Neighbourhood House	X				
Saanich Community Kitchen	X	X			
School District				X	X
Schools: Craigflower elementary, Campus view				X	X
Seachange Conservation Society					

Target Stakeholder	Approach				
	Phone or email	Meeting face to face or committee	Task Force	Survey Ads/ Postcards	Open House
Victoria butchers					
Victoria Foundation	X				X
Young agrarians	X	X		X	
Saanich Committees & Staff					
Healthy Saanich Advisory Committee	X	X		X	
Peninsula & Area Agriculture Committee	X	X		X	
Saanich Env and Natural Areas Committee	X	X			
Saanich Engineering Department	X	X			
Saanich Parks Department	X	X			
Saanich Planning Department	X	X			
Saanich Recreation Department	X	X			

Conclusion

Engagement activities during the planning process reached a large number of people (over 400) to seek involvement, consultation and input for the *Agriculture and Food Security Plan*. In-depth discussions regarding specific issues and opportunities took place with targeted stakeholders during Task Force meetings and other meetings and events that District staff and consulting team members have been invited to participate in. Several events and opportunities were offered for the public and stakeholder through meetings, email referrals, open houses, a workshop, and pop-up events to provide input and feedback on objectives and actions developed through the process.

In some cases organizations or groups, such as Federal, Provincial, and Local Government representatives, were contact through email to request feedback in the later stage of the process. In other cases engagement was sought through face to face meetings, such as, a meeting with a staff member at the Tsarlip First Nations community centre, or through conversations at community held events such as CRFAIR Youth Leadership session held at the Tsartlip First Nations School, Farmer2Farmer, Saanich Fair, Saanich Strawberry Festival, and others.

