

COMMUNICATIONS AND ENGAGEMENT STRATEGY

Active Transportation Plan Update
2022-23



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1.0 Project Purpose

The District's first active transportation plan, *Moving Saanich Forward* was adopted by Council in June 2018 as a guide for investment in active transportation improvements for the next 30 years. The award-winning plan establishes a vision, goals and targets. It also outlines strategies and actions to ensure progress on the District's policies, standards, infrastructure and programs for active transportation.

Saanich is committed to monitoring and updating the Active Transportation Plan (ATP) on an on-going basis and in 2023, five years of implementation will have occurred. The purpose of the ATP update is to provide a current framework to support implementation of active transportation policies and actions. The updated Plan will guide investment and decision-making for active transportation in the next five years, and beyond.

Fundamental to this plan update will be to ensure alignment with current policy documents, including recent strategies and plans for climate change, active transportation, and road safety. Progress towards achieving the vision, goals and targets of the ATP will be reviewed, as will select strategies and actions, and the implementation plan. Current demographic and travel data, as well as collision data will form the basis for this update and will provide the evidence to support revised and/or new targets and actions.

2.0 Communication and Engagement Objectives

The purpose of this document is to articulate an approach to engagement and communications for the update to the ATP that will generate awareness, as well as public and stakeholder participation in the planning process. Key objectives for engagement and communications in this project include:

- To develop a Engagement and Communications Strategy, based on the principles of the International Association for Public Participation (IAP2) to effectively engage and communicate with stakeholders and the public throughout the planning process;
- To follow the objectives for communication and engagement at each phase of the project; and
- To apply the techniques at each phase of the planning process.

3.0 Key Messages for Communication

The following is a list of key messages for this project:

- Active Transportation is any active trip you make to get yourself, or others, from one place to another, whether it is to work, school, shops, or to visit with friends and family. Active transportation includes any form of human powered transportation.

Walking and cycling are the most popular and well-known forms of active transportation. However, the definition extends much further than that – as long as it's active, you choose the mode. This can include skateboarding, wheeling, riding a horse, in-line skating, using a mobility aid, or riding the bus.

- The Active Transportation Plan (ATP) is an approved plan that is currently guiding investment in active transportation improvements in Saanich. It is a 30-year plan.



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- Saanich is committed to monitoring implementation of the ATP. Five years have passed since the plan was adopted and it is time to update the policy framework and travel data, as well as revisit key priorities and develop new actions to address the District's target for zero traffic-related fatalities and/or serious injuries. A primary goal of the update is to ensure that the ATP continues to be relevant and actionable for the next five years, and beyond.
- The process to update the ATP will be completed five phases. We will be seeking input from stakeholders and the public, and there will be several opportunities throughout the process to inform the updated plan.
- Information about the plan update will be made available on the project webpage and through email notification. Stakeholders and the public can sign-up to receive updates and advanced notifications of opportunities to engage in the project and provide input.
- The update to the ATP will begin in April 2022. Government and stakeholder engagement will take place in June, and again in November, 2022, if needed. Public engagement will take place between March and June 2023. It is expected that the final draft update to the ATP will go to Council in fall 2023.
- Information about the update to the ATP is available at: www.saanich.ca/atpupdate. If you are interested the latest information about this project, you can sign up to receive updates.

4.0 Engagement Process Overview

The first step in updating the ATP, which is a community-wide policy document, is to ensure that stakeholders and residents are aware of the project and understand its purpose and timelines. A website will be created to provide access to information regarding the process, timelines and deliverables. In addition, individuals will have the option to register (via the website) to receive email notifications about the project. Using an email notification system is an efficient and potentially, far-reaching way for staff to share updates and information about upcoming engagement opportunities.

The following is a breakdown of engagement in phases 2, 3 and 4. Information in these sections, and throughout the document may be updated based on discussions with the ATAC and based on the outcomes of previous engagement.

Phase 2

The first round of engagement will take place in June 2022 during Phase 2 of the project. This early engagement is an opportunity to raise awareness about the project and check-in on the proposed scope of the update. It is also an opportunity to learn from governments and stakeholders about their priorities, experiences, concerns and ideas for the updated plan.

Engagement activities in Phase 2 will include the District sending a letter with discussion questions to all governments and stakeholders. They will be asked to respond to the questions in writing and, if desired, they will also have the opportunity to meet with Engineering staff to share their input in person. The following is a general list of discussion questions that will be modified to suite the different stakeholder groups. The ATAC reviewed these general questions prior to engagement in Phase 2.



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1. What has changed or what new information has emerged within your organization since Saanich's ATP was approved in 2018 that should be considered in the updated plan?
2. What is working well with active transportation in Saanich?
3. What do you think could be improved?
4. What role do you see your organization playing in the process to update the ATP?
5. What role, if any, do you see your organization having in implementation of the ATP?

Staff will meet with Council Committees individually to discuss the plan update and seek input on discussion questions like the ones listed above.

Saanich staff will engage with the First Nations through the planning process.

Phase 3

Engagement in Phase 3 will take place in September and November 2022 and it will build on the input provided in Phase 2.

In September, the Project Team (staff and the consultant) will host a workshop with the ATAC to talk about the planning process and the engagement approach. This session will also be an opportunity to have a focused discussion about the vision, goals, and actions in the plan, and to gather input to consider in the updated plan.

In November, the Project Team will continue the conversation with key stakeholders about priorities, issues, and opportunities to be highlighted in the updated plan. Additional engagement at this stage will ensure awareness of the project continues and it will allow staff to check in on the direction of the updated plan. Engagement methods to be used in Phase 2 include small-group workshops and meetings. Communication methods will include phone, email, and MS Teams.

Phase 4

Engagement in Phase 4 will take place between March and Jul 2023. The purpose will be to seek feedback from stakeholders and the public, and assess support for the draft updated ATP. Specific engagement activities to be undertaken in this phase include a survey, open houses, pop-up events, and check-ins with equity-deserving groups and individuals. Communication methods to be used include website updates, email (notifications and invites), social media, print media, written materials, presentation boards, and presentations.

Phase 5

Staff will meet with Saanich staff and Council Committees individually to seek input on the final draft plan, prior to presenting the final document to Council in fall 2023. Communication methods to be used in Phase 5 to notify stakeholders and the public about upcoming presentations to Committees and Council include email notifications, social media, print media, and website updates.

5.0 Governments and Stakeholders

The following governments and stakeholders are identified as having an interest in active transportation in Saanich, and whose input will be valuable to the update of the ATP. The interests and roles for government and stakeholders are outlined below.



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a. Government and Internal Stakeholders

Government	Interest/Role
Mayor and Council	<ul style="list-style-type: none"> To be informed engagement activities and project status To provide input at key decision points in the project process To receive updates and the final draft updated plan
Planning, Transportation and Economic Development Advisory Committee	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to the committee's experience and purpose To review the draft updated plan
Healthy Saanich Advisory Committee	
Parks, Trails and Recreation Advisory Committee	
First Nations	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their unique lived experience To review the draft updated plan
Neighbouring Municipalities	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their municipal priorities, interests and specialized knowledge To review the draft updated plan
Saanich Departments	Interest/Role
Engineering	<ul style="list-style-type: none"> To be informed about the project and its progress To share departmental priorities, and provide insights based on experience with the current plan, as well as recommendations/suggestions to inform the updated plan To review the draft updated plan
Planning (Current and Community)	
Sustainability	
Parks, Recreation and Community Services	
Finance	
Administration Department	
Building, Bylaw, Licensing and Legal Services	
Fire	
Police	

b. External Stakeholders

Community Associations	General Interest/Role
Neighbourhood Community Associations	<ul style="list-style-type: none"> To be informed about the project and its progress



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Saanich Community Association Network (SCAN)	<ul style="list-style-type: none"> To provide input on specific aspects of the plan related to the specific context of the local neighbourhood To review the draft updated plan
Government Agencies	General Interest/Role
BC Transit	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their agency priorities, specific interests and specialized knowledge To review the draft updated plan
Ministry of Transportation and Infrastructure	
Capital Regional District	
ICBC	
BC Emergency Health Services	
Vancouver Island Health Authority – Public Health	
School Districts, Universities and Colleges	General Interest/Role
SD 61 and 63	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their priorities and experiences To review the draft updated plan
Individual public school administrations and Parent Advisory Committees (PACs)	
Private schools	
University of Victoria and Camosun College	
Victoria Confederation of Parent Advisory Councils (VCPAC)	
Health Agencies	General Interest/Role
Vancouver Island Health Authority – Public Health	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their agency's priorities and concerns To review the draft updated plan
Heart and Stroke Foundation	
Vision Loss Rehabilitation Canada	
Institute of Aging and Lifelong Health	
BC Paraplegic Association	
Economic Development	General Interest/Role
South Island Prosperity Project	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their organization's priorities and experiences To review the draft updated plan
Greater Victoria Chamber of Commerce	
Tourism BC	



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Urban Development Institute		
Seniors		
The Heights at Mt. View Long Term Care	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their groups priorities and experiences To review the draft updated plan 	
Cordova Bay 55 Plus		
Baptist Housing		
Goward House Society		
Silver Threads Service Saanich		
Accessibility		
Victoria Disability Resource Centre	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their group's priorities and experiences To review the draft updated plan 	
Disability Alliance of BC		
Access for Sight Impaired Consumers		
Vision Loss Rehabilitation Canada		
Advocacy Groups	General Interest/Role	
Capital Bike	<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their group's priorities and experiences To review the draft updated plan 	
Walk On Victoria		
Greater Victoria Transit Alliance		
Victoria Placemaking Network		
Capital Region Equestrians		
Accessibility		
Livable Roads for Rural Saanich		
Better Mobility Saanich		
Southern Vancouver Island Nature Trails Society		
Elk-Beaver Lake Equestrian Society		
Equity-Deserving Organizations/Groups		
TBD		<ul style="list-style-type: none"> To be informed about the project and its progress To provide input on specific aspects of the plan related to their priorities and experiences To review the draft updated plan



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6.0 Engagement Objectives, Outcomes, Methods, and Deliverables by Phase

For each phase of the project, engagement objectives, based on the IAP2 Spectrum of Public Participation, describe the purpose and intensity of engagement, as well as the audience whom they are directed. In addition, desired outcomes, techniques and deliverables are also identified in the table below.

PHASE 1 – April-May 2022 – PROJECT INITIATION			
Objectives	Outcomes	Methods	Deliverables
To inform stakeholders and the public of the process to update the ATP plan	<ul style="list-style-type: none"> Awareness of the process; Motivation to become involved 	<ul style="list-style-type: none"> Project website Communications materials (e.g. backgrounder) 	<ul style="list-style-type: none"> Website Confirmed list of stakeholders
To collaborate with the ATAC to finalize the engagement strategy and phase 2 engagement	<ul style="list-style-type: none"> Clarity on the plan for engagement throughout the project and specifically in phase 2 	<ul style="list-style-type: none"> Online or in-person meetings 	<ul style="list-style-type: none"> Engagement strategy and details on engagement in phase 2

PHASE 2 – June 2022 – GOVERNMENT AND STAKEHOLDER ENGAGEMENT			
Objectives	Outcomes	Methods	Deliverables
To inform First Nations about the project	<ul style="list-style-type: none"> Awareness of opportunities for involvement 	<ul style="list-style-type: none"> Email Letter 	<ul style="list-style-type: none"> Confirmation of involvement
To inform stakeholders of opportunities for input	<ul style="list-style-type: none"> Awareness of opportunities for participation 	<ul style="list-style-type: none"> Email Letter with discussion questions 	Written feedback and participation in meetings, if desired
To consult with stakeholders to confirm the scope of the review and identify issues and priorities	<ul style="list-style-type: none"> Clarity on the scope of the plan update 	<ul style="list-style-type: none"> Written feedback on discussion questions Online or in-person meetings 	Written feedback and participation in meetings, if desired Finalized scope for the plan update
To inform stakeholders about input received through engagement	<ul style="list-style-type: none"> Engagement results are shared with stakeholders 	<ul style="list-style-type: none"> Engagement summary Email notification 	Engagement summary

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To collaborate with the ATAC to design engagement in phase 4	<ul style="list-style-type: none"> Input on planned engagement 	<ul style="list-style-type: none"> Online or in-person meetings Email 	Updated Engagement Strategy that includes engagement in phase 4
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PHASE 3 – July 2022 to February 2023 – PREPARATION OF THE DRAFT UPDATE TO THE PLAN			
Objectives	Outcomes	Methods	Deliverables
To collaborate with staff to prepare the draft update of the ATP	<ul style="list-style-type: none"> Staff input and advice to support preparation of the draft update of the ATP 	<ul style="list-style-type: none"> Meetings and workshops (online or in person) Email 	Draft update of the ATP
To involve the ATAC in preparation of the draft update of the ATP	<ul style="list-style-type: none"> Input from the ATAC to inform the draft update of the ATP 	<ul style="list-style-type: none"> Meetings and workshops (online or in person) Email 	Draft update of the ATP
To involve governments and stakeholders again, if needed	<ul style="list-style-type: none"> Additional input on updates to the ATP Engagement results are shared with stakeholders 	<ul style="list-style-type: none"> Meetings (online or in person) Email 	Draft update of the ATP Engagement Communications materials Engagement summary report
To inform stakeholders about input received through engagement	<ul style="list-style-type: none"> Engagement results are shared with stakeholders 	<ul style="list-style-type: none"> Engagement summary Email notification 	Engagement summary

PHASE 4 – March to July 2023– REVIEW OF THE DRAFT UPDATED ATP			
Objectives	Outcomes	Methods	Deliverables
To involve government, stakeholders and the public in a review of the draft plan update	<ul style="list-style-type: none"> Input on the draft updated ATP 	<ul style="list-style-type: none"> Workshops and open houses (online or in-person) Pop-up displays (staffed or unstaffed) Survey Meetings and presentations (online or in-person) 	Input on the Draft Updated ATP to inform the final Draft Plan Engagement summary



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To consult ATAC on the review of the draft plan update	<ul style="list-style-type: none"> Input and advice on the draft update of the ATP 	<ul style="list-style-type: none"> Meetings (online or in-person) Email 	Input on the Draft Updated ATP to inform the final Draft Plan
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PHASE 5 – July to October 2023 – FINALIZE DRAFT UPDATED ATP			
Objectives	Outcomes	Methods	Deliverables
To inform the public, government and stakeholders of when the updated ATP will go to Council	<ul style="list-style-type: none"> Awareness of the changes to the ATP and the content of the final draft update of the ATP 	<ul style="list-style-type: none"> Website Email notification (campaigner) Social media Print media 	Final draft updated ATP for Council’s consideration

7.0 Communication Methods

The key communication methods that will be used in this project include:

- Website
- Email notification through Campaigner
- Social media (Facebook and Twitter)
- Print media - newspaper articles and ads
- Written materials – press releases, backgrounders, FAQs, handouts, reports
- Presentation display boards
- PowerPoint presentations