

Engagement Strategy and Communications Plan

Road Safety Action Plan

February 2023

Contents

- 1.0 Project Purpose 2
- 2.0 Communication and Engagement Objectives 2
- 3.0 Key Messages for Communication 3
- 4.0 Engagement Process Overview 4
- 5.0 Stakeholders..... 5
- 6.0 Engagement Program 8
- 7.0 Key Communication Vehicles 11


1.0 Project Purpose

The District of Saanich is undertaking a Road Safety Action Plan (RSAP) to provide a framework to support implementation of road safety policies and actions. This follows Saanich Council's adoption of the Vision Zero approach to road safety in February 2022. The Plan will guide investment and decision-making in road safety for the next 10 years.

The purpose of the RSAP will be to articulate a vision and guiding principles for road safety in Saanich. The plan will identify targets and actions, as well as a process and timeline for prioritized implementation and monitoring. Collaboration with road safety partners will be critical, not only in development of the plan, but also moving forward with implementation.

Fundamental to the RSAP will be to ensure alignment with current policy documents, including recent strategies and plans for road safety, climate change and transportation. Current data will form the basis for this plan. It will provide the evidence necessary to support development of targets and actions. It will also inform the implementation plan.

In tandem, the District is updating its Active Transportation Plan – Moving Saanich Forward. While each process has its own distinct objectives and deliverables, there will be opportunities for synergies during the engagement process. This will help to prevent over engagement or confusion between initiatives with many of the audiences and stakeholders the same for both projects.



Vision Zero is an ambitious goal to eliminate all traffic injuries and fatalities while ensuring safe, healthy, and equitable mobility for all road users. This includes people who walk, ride a bike, take a bus or drive.

The purpose of this document is to articulate an approach to engagement and communications for the RSAP that will generate awareness, as well as equitable public and stakeholder participation.

2.0 Communication and Engagement Objectives

Communications

The **communications goal** for this process is to provide compelling, fact-based information that sets the foundation for informed public and stakeholder participation in the process and builds trust between and amongst key stakeholders.

Communications Objectives:

1. To provide information on the background and rationale for the Road Safety Action Plan and the new Vision Zero approach to road safety.
2. To provide information and facts about the current state of road safety in the District.

3. To provide information on the planning and engagement process including scope, timelines, and how input will be used.
4. To provide information on the opportunities to participate in a meaningful way in the process, so stakeholders and the public are aware and motivated to participate.
5. To report back to the public and stakeholders on what was heard in the engagement process so that they are aware and understand how their feedback will be used to inform the planning process.
6. To produce communication material that are accessible and inclusive for all stakeholders and the public.

Engagement

This engagement takes place at the inform, consult, involve, and collaborate levels of the engagement spectrum as defined by the International Association of Participation (IAP2). The level of engagement depends on both the audience and phase of the project.

The **engagement goal** for this process is to employ an innovative and adaptable consultation approach that brings together the diverse needs of stakeholders within the parameters of the current COVID-19 pandemic.

Engagement Objectives:

1. To foster trust in the District's decision-making process.
2. To gain local knowledge from stakeholders and members of the public related to current conditions and needs.
3. To gather input that represents a wide range of perspectives that reflect the diversity within the District including those who typically do not participate in municipal initiatives.
4. To consult with stakeholders and the public to craft a vision and guiding principles, identify issues and formulate actions.
5. To offer equitable opportunities to participate in the engagement process by considering the needs of all participants and responding creatively to emerging needs and diverse contexts

3.0 Key Messages for Communication

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

- In February 2022 Council adopted a Vision Zero approach to road safety in Saanich. A Road Safety Action Plan (RSAP) is now being created to articulate a vision and guiding principles for road safety in Saanich.
- Vision Zero is an ambitious goal to eliminate all traffic injuries and fatalities while ensuring safe, healthy, and equitable mobility for all road users. This includes people who walk, ride a bike, take a bus or drive. Vision Zero recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities.
- Accomplishing Vision Zero requires a system approach, which includes strategies in support of safe road design, safe speeds, safe vehicles, and people behaving safely.
- Achieving Vision Zero requires all partners in road safety to come together as well as support from stakeholders and the public.

- The RSAP is a plan that prioritizes the implementation of actions to address road safety issues and achieve specific targets. Broadly speaking, the plan will provide direction for safer road design, appropriate speeds, enforcement, education and awareness, and advocacy to higher levels of government to support safe vehicle standards.
- The RSAP will be developed over the next 17 months and involve several opportunities for stakeholders and community members to participate in the creation of the Plan. The final draft plan will be presented to Council in fall 2023.
- Information about the plan is 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.
- If you are interested in the latest information about this project, you can sign up to receive updates at www.saanich.ca/roadsafetyaction.

4.0 Engagement Process Overview

Engagement is an important part of the planning process. During the early stages of engagement, we will be sharing a Vision and Guiding Principles for the RSAP and seeking public and stakeholder feedback. When the Draft RSAP is presented, we will be seeking feedback on the list of actions identified, as well as input to determine future priorities.

A strong level of input and ownership from key road safety partners will be critical to development of the plan, as well as successful implementation of the plan. The planning process will seek to be inclusive and will include a variety of formats, schedules and locations to ensure equitable participation from a broad spectrum of the community.

Saanich adheres to the International Association of Public Participation (IAP2) spectrum of participation which identifies the level of community involvement in decision making. Examples of the type of public engagement anticipated for each project phase and the level of public participation are identified below.

| PHASE | IAP2 LEVEL OF PUBLIC PARTICIPATION | ENGAGEMENT TECHNIQUES | PRIMARY ENGAGEMENT GOAL |
|-----------------------------------|---------------------------------------|--|---|
| All Phases | Inform, consult, involve, collaborate | <ul style="list-style-type: none"> • Steering Committee meetings | To obtain advice, ideas, feedback, and direction throughout the project |
| Phase 1 Project Initiation | Inform | <ul style="list-style-type: none"> • Information shared via the project website | To raise awareness of the project and take steps to set the engagement process up for success |

| | | | |
|---|---------------------------------|---|--|
| <p>Phase 2 Public and Stakeholder Engagement; Draft Plan Development</p> | <p>Inform, consult, involve</p> | <ul style="list-style-type: none"> • Information shared via the project website, email, and social/ print media • Meetings and workshops • Survey and mapping exercise (online and hardcopy) | <p>To continue to raise awareness of the project, share updated information, understand issues and feelings towards road safety in Saanich, and discuss opportunities</p> <p>To work with stakeholders and the public to craft a vision and guiding principles, identify issues and start to formulate actions</p> |
| <p>Phase 3 Review of the Draft RSAP</p> | <p>Inform, consult, involve</p> | <ul style="list-style-type: none"> • Information shared via the project website, email, and social/ print media • Promotional video • Stakeholder workshops • Open houses • 1:1 interviews and small group discussions • Survey (online and hardcopy) | <p>To present the draft RSAP and seek community feedback that will be used to inform the final RSAP</p> |
| <p>Phase 4 Finalize Draft RSAP</p> | <p>Inform</p> | <ul style="list-style-type: none"> • Information shared via the project website, email, and social/ print media • To present the final draft RSAP to Council | <p>To inform the public, governments, and stakeholders of the final draft RSAP</p> <p>To present the final draft plan to Council for consideration</p> |

5.0 Stakeholders

The following stakeholders are identified as having an interest in road safety in Saanich, and whose input will be valuable to the update of the RSAP.

| <p style="text-align: center;">GOVERNMENT</p> | |
|---|---|
| <p>Mayor and Council / Advisory Committees</p> | <ul style="list-style-type: none"> • Mayor and Council • Planning, Transportation and Economic Development Advisory Committee • Healthy Saanich Advisory Committee (HSAC) • Parks, Trails and Recreation Advisory Committee (PTR) |
| <p>Neighbouring Municipalities</p> | <ul style="list-style-type: none"> • Victoria, Esquimalt, Oak Bay, View Royal, and Central Saanich |

| INTERNAL STAKEHOLDERS | |
|--|--|
| Saanich Departments | <ul style="list-style-type: none"> • Engineering; Planning; Parks, Recreation and Community Services; Finance; Corporate Services; Building, Bylaw, Licensing and Legal Services; Fire Services; Police |
| EXTERNAL STAKEHOLDERS | |
| Community Associations | <ul style="list-style-type: none"> • Neighbourhood Community Associations • Saanich Community Association Network (SCAN) |
| Agencies | <ul style="list-style-type: none"> • BC Transit • Ministry of Transportation and Infrastructure • Road Safety BC • Capital Regional District • ICBC • BC Emergency Health Services • BC Paraplegic Association • BC Ambulance • BC Automobile Association • Commercial Vehicle Safety and Enforcement • Integrated Road Safety Unit • Safety Driven – Trucking Safety Council for BC • BC Trucking Association • Biker Down • Victoria Driving School |
| School Districts, Universities and Colleges | <ul style="list-style-type: none"> • School Administration in District (SD) 61 and 63 • Parent Advisory Committees • Victoria Confederation of Parent Advisory Councils (VCPAC) • Private Schools • University of Victoria • Camosun College |
| Health Agencies | <ul style="list-style-type: none"> • Vancouver Island Health Authority – Public Health • Institute of Aging and Lifelong Health |
| Accessibility | <ul style="list-style-type: none"> • Spinal Cord Injury BC • Canadian National Institute for the Blind • Victoria Disability Centre • Disability Alliance of BC • Access for Sight Impaired Consumers • Vision Loss Rehabilitation Canada |
| Development Industry | <ul style="list-style-type: none"> • Urban Development Institute |
| Economic Development | <ul style="list-style-type: none"> • Greater Victoria Chamber of Commerce |
| Advocacy Groups | <ul style="list-style-type: none"> • Capital Bike • Walk On Victoria • Greater Victoria Transit Alliance • Better Transit Alliance of Greater Victoria • Livable Roads for Rural Saanich |

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| | <ul style="list-style-type: none"> • Better Mobility Saanich • MADD Victoria and Area – Impaired Driving Prevention • Drop it and Drive/Traffic Injury Research Foundation |
| Seniors | <ul style="list-style-type: none"> • Goward House Society • Silver Threads Service Saanich • The Heights at Mt. View Long-term Care • Cordova Bay 55 Plus • Baptist Housing |
| Equity-Deserving Organizations/Groups | <ul style="list-style-type: none"> • TBD |

Road Safety Action Plan Steering Committee

A Steering Committee (SC) will provide advice to the Project Team and act as a liaison to governments and key organizations and agencies throughout the planning process. The SC is comprised of nine (9) individuals who play a professional role in road safety and who have a perspective necessary for fulsome consideration of road safety issues. Membership will include the following representatives:

District of Saanich

- Senior Manager of Transportation and Development Services
- Senior Transportation Planner
- Engineering Supervisor
- Two members of the Saanich Police Department

Governments and Agencies

- ICBC
- Vancouver Island Health Authority – Public Health
- Ministry of Transportation and Infrastructure
- Capital Regional District

The role of the SC is to act as an advisory body to guide development of a Road Safety Action Plan by providing executive oversight and direction throughout the planning process. The SC will work collaboratively to help shape the vision and guiding principles of the plan, as well as identify targets, actions, and a prioritized implementation and monitoring plan.

In addition to the SC, smaller technical groups may be assembled to address topic specific issues as they arise. The technical working groups could include Saanich Departments or other key stakeholders.

Engagement with First Nations

The District of Saanich is committed to developing a strong and fair, government-to-government relationship with First Nations that is based on respect, cooperation, and partnership to address shared interests and priorities.

The District will engage with First Nations to seek input and review the draft RSAP.

6.0 Engagement Program

| PHASE 1: PROJECT INITIATION (SUMMER / FALL 2022) | | | |
|--|--|---|----------------|
| <i>Activity</i> | <i>Overview / Objectives</i> | <i>Audience</i> | <i>Timing</i> |
| Create Project Website and Communications Materials | To inform the public and stakeholders about the project and engagement opportunities To be updated on an ongoing basis, as needed | All | Complete |
| Steering Committee Meeting | To collaborate with the SC to finalize the Terms of Reference | Steering Committee | Complete |
| First Nations Outreach | To inform First Nations about the project To collaborate with First Nations on the scope of the review and their unique issues and concerns | Local First Nations | Ongoing |
| PHASE 2: PUBLIC AND STAKEHOLDER ENGAGEMENT (SPRING 2023) | | | |
| <i>Activity</i> | <i>Overview / Objectives</i> | <i>Audience</i> | <i>Timing</i> |
| Steering Committee Meeting | To inform SC members about the Phase 1 technical findings and discuss the Engagement Strategy and Communications Plan. | Steering Committee | March 8, 2023 |
| Stakeholder Meetings | To inform and involve stakeholders in discussions about issues and opportunities through the RSAP. This engagement will also be an opportunity to gather input to develop the vision and guiding principles. | Governments, internal/external stakeholders | March 14, 2023 |
| Online Survey and Mapping Exercise | To inform and consult with the public to understand feelings towards road safety, identify key issues and gather input to develop the draft vision and guiding principles | All | April-May 2023 |

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| Council Check-in | To inform Council members of key findings from the technical work and engagement process. This engagement will also be an opportunity to reconfirm priorities and timelines for completion. | District Council | March 27, 2023 |
| What We Heard Report | To inform stakeholders and the public about input received through engagement | All | May 2023 |
| Promotional Video | A brief video to inform stakeholders and the public on the draft RSAP and to motivate and inspire residents to become involved in the discussion about road safety in Saanich. | All | Jun 2023 |
| Public engagement | Attend summer events and festivals to inform the public about the RSAP and seek input on the draft plan. | Public | Jul-Aug 2023 |
| PHASE 3: REVIEW OF THE DRAFT RSAP (FALL 2023) | | | |
| Activity | Overview / Objectives | Audience | Timing |
| Update Project Website and Communications Materials | To inform the public and stakeholders about key findings from the technical work and engagement process, and share opportunities for engagement during Phase 3 | All | September 2023 |
| Stakeholder Workshop | To inform and consult stakeholders on the draft RSAP Two workshops offered (1 in-person, 1 virtual) | Governments, internal/external stakeholders | October 2023 |
| Community Survey | To inform and consult the public and stakeholders on the draft RSAP | All | October 2023 |
| Road Safety Road Show | To inform and consult the public and stakeholders on the draft RSAP and directions outlined Involves 3 events in strategic locations across the District | All | October-November 2023 |

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| Deep Dive Discussion Opportunities | To provide opportunities for those interested in discussing 1-1 with the project team Tailored to those who would typically not participate in community events or online Involves 6 small group / 1-1 discussions | Equity-deserving groups Those with lived or living experience | September-November 2023 |
| Steering Committee Meeting | To inform and involve SC members in a discussion about the draft RSAP | Steering Committee | September 2023 |
| PHASE 4: FINALIZE THE RSAP (FALL 2023) | | | |
| Activity | Overview / Objectives | Audience | Timing |
| What We Heard Report | To inform stakeholders and the public about input received through engagement | <ul style="list-style-type: none"> All | November 2023 |
| Council | To present the final draft RSAP for Council consideration | <ul style="list-style-type: none"> District Council | TBD |

7.0 Key Communication Vehicles

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

- Website with short URL
- 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