



# NANAIMO

Our City, Our Voices.

June 3, 2020 | Environment  
Committee

# What is Nanaimo City Spark?



OCP Update



Parks, Rec & Culture  
Plan Update



Active  
Transportation Plan



Climate Action  
Plan



Economic  
Development Plan



Water Supply  
Strategic Plan

We are changing  
faster than ever  
before

The logo for CitySpark is centered on the right side of the slide. It features the words "City" and "Spark" in a black, handwritten-style font. "City" is positioned above "Spark". Behind the text is a light gray circular background, which is itself centered within a larger white circle. The entire composition is set against a dark gray background.

City  
Spark



Desired Future State  
(or where we want to go)

The Plans



Actions & Steps



**HISTORICAL PLANNING**



Desired Future State  
(or where we want to go)

The Plans



Actions &  
Steps

Adapting to What  
We Don't Know

Agile & Proactive

**PLANNING TODAY**

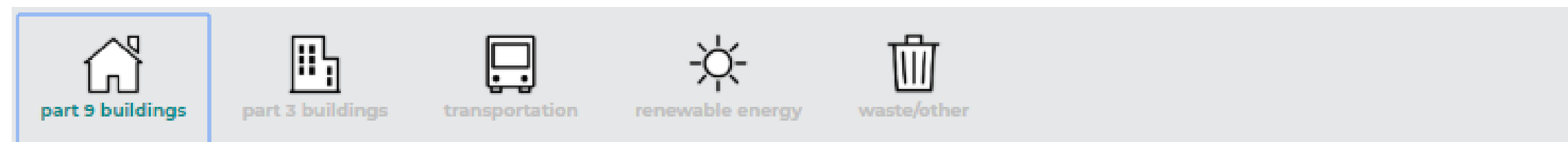




An aerial photograph of a suburban neighborhood, showing a mix of residential houses, green lawns, and some commercial buildings. A semi-transparent white rectangular box is overlaid on the left side of the image, containing the title text. The background image shows a dense residential area with a grid-like street pattern, interspersed with green spaces and some larger commercial or industrial buildings. The overall tone is professional and informative.

# **Our Approach to Developing Community Climate Action Plans**

## CHOOSE STRATEGIES



### PART 9 BUILDINGS

#### New Construction

- Step Code Implementation: Step 5 by 2020 [...]
- Zero-Carbon Building Mandate: by 2032 [...]

#### Retrofits

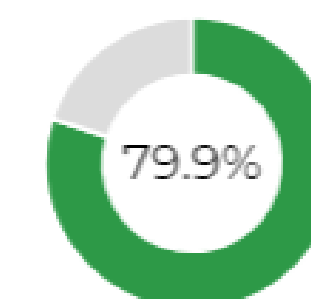
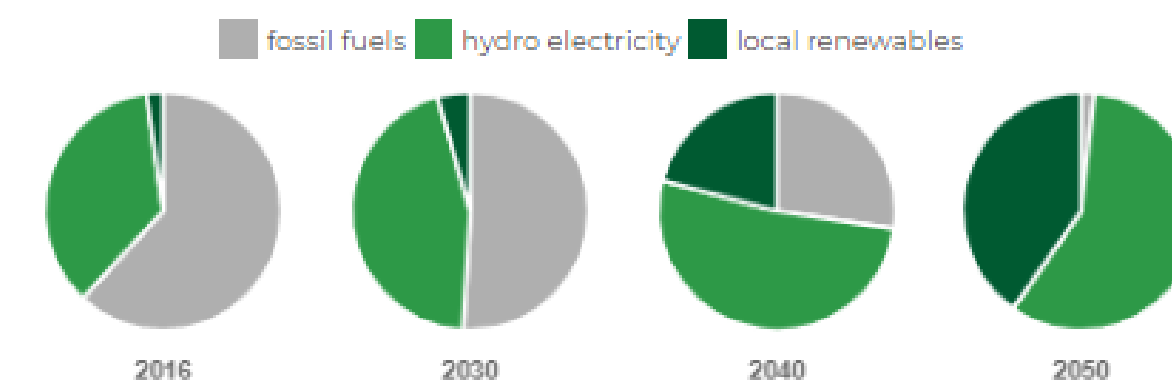
- Oil to Heat Pump Conversion: 100% by 2030 [...]
- Envelope Upgrades: 20% by 2050 [...]
- Low Carbon System Upgrades: 20% upgraded by 2050 [...]

CANtool is an interactive web tool for exploring and evaluating municipal climate action scenarios.

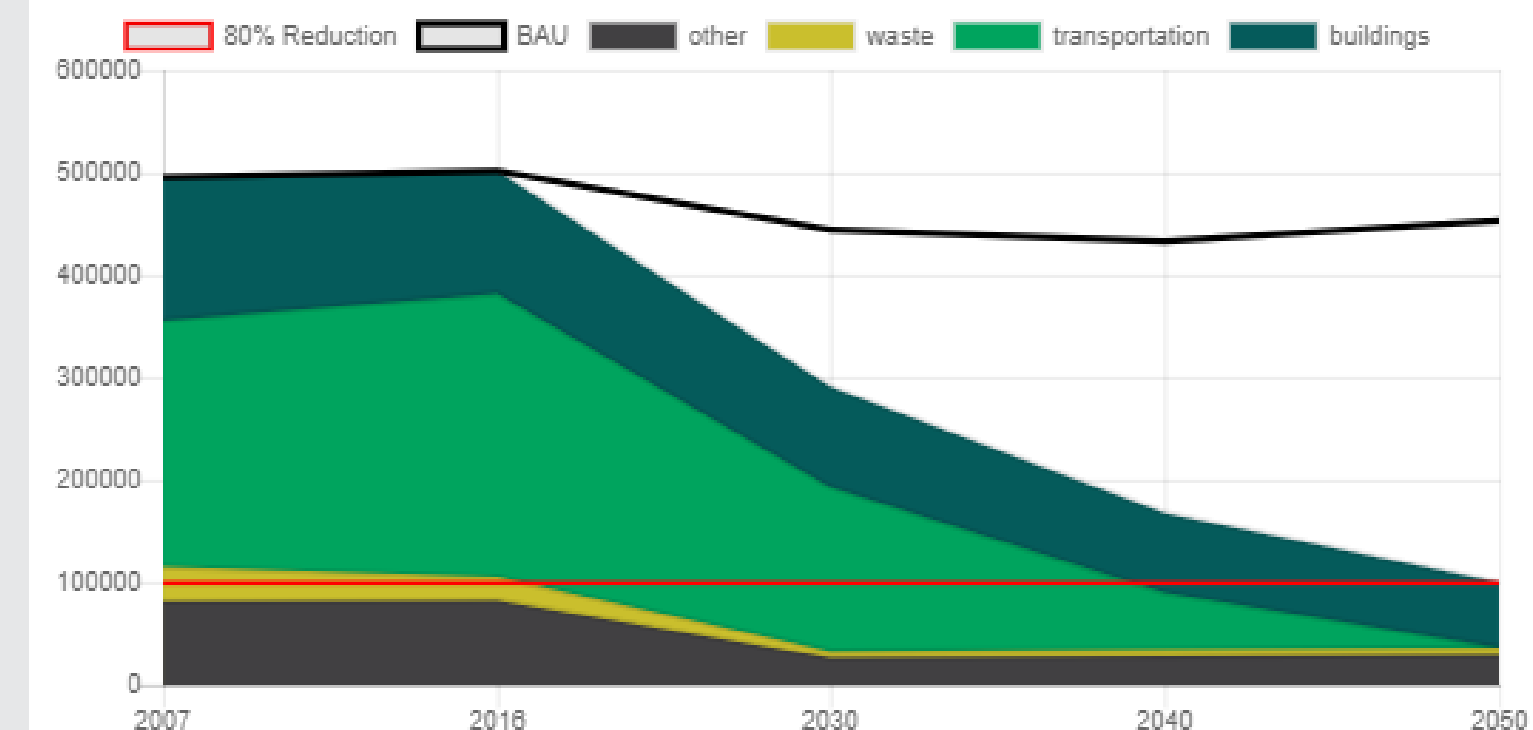
## RESULTS

supply demand info

supply

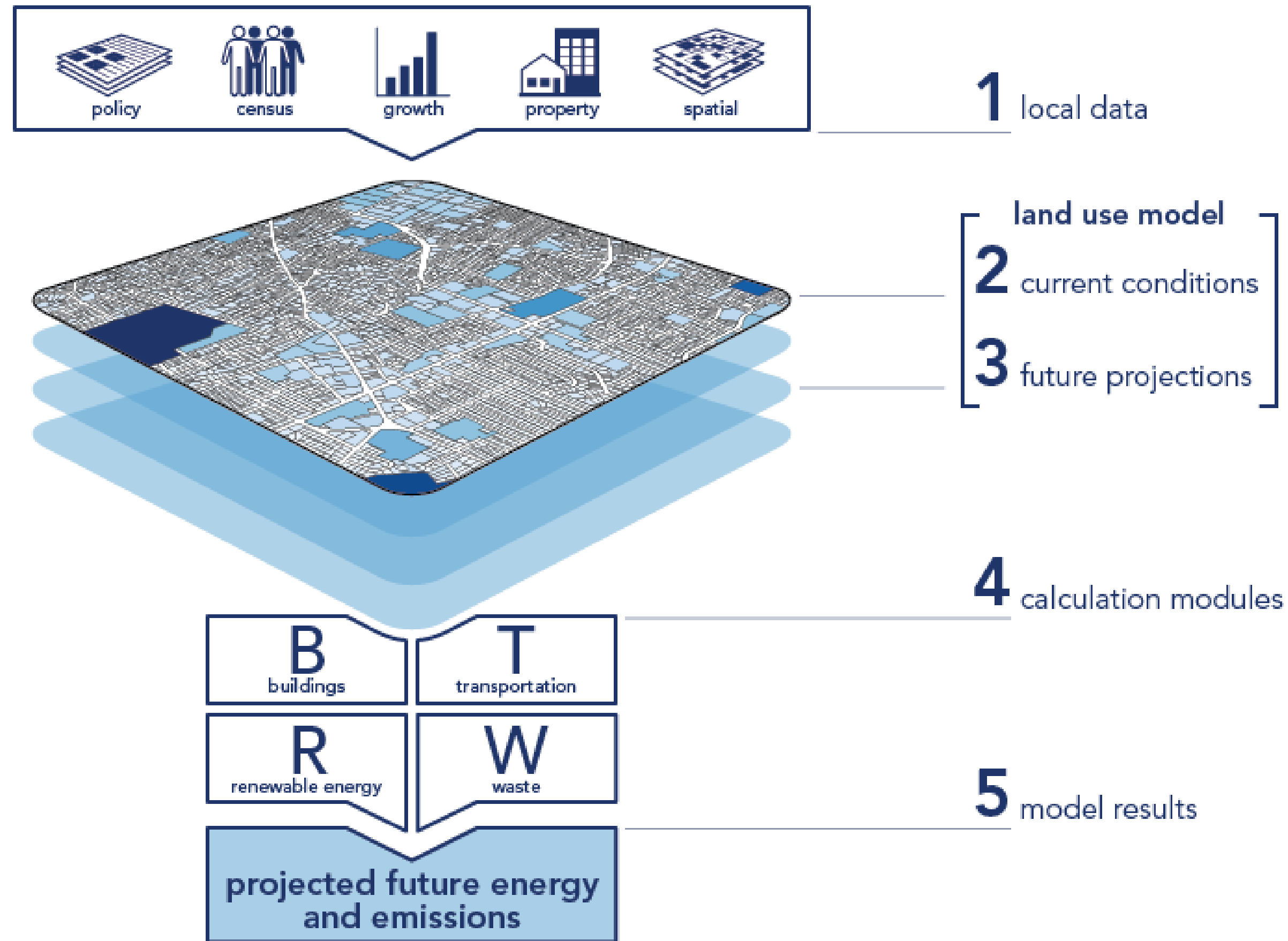


reduction in GHG emissions from 2007 baseline in 2050





CANtool integrates spatial municipal land use data with sectoral emissions modules.



# EXAMPLE: Saanich CANtool

## 100% Renewable Energy neighbourhood exercise

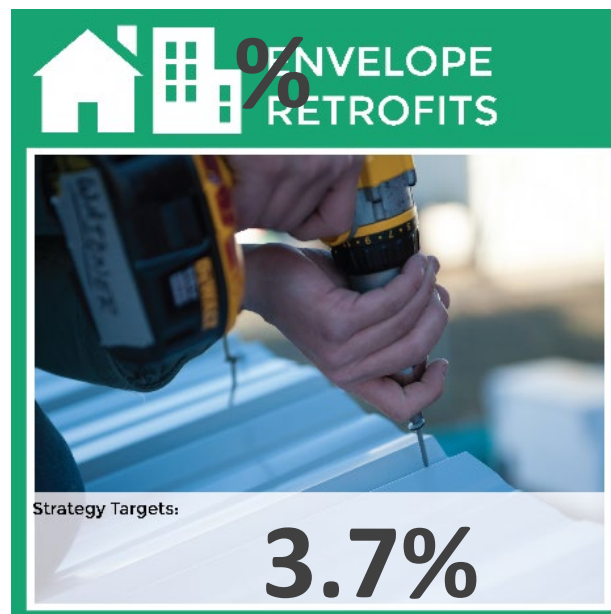
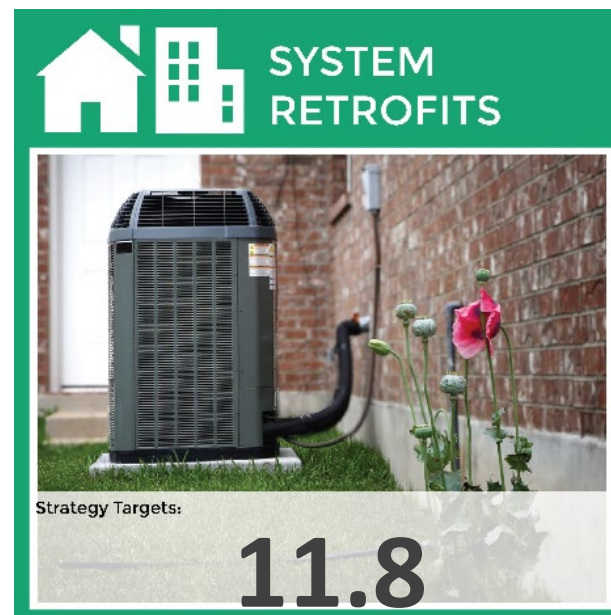
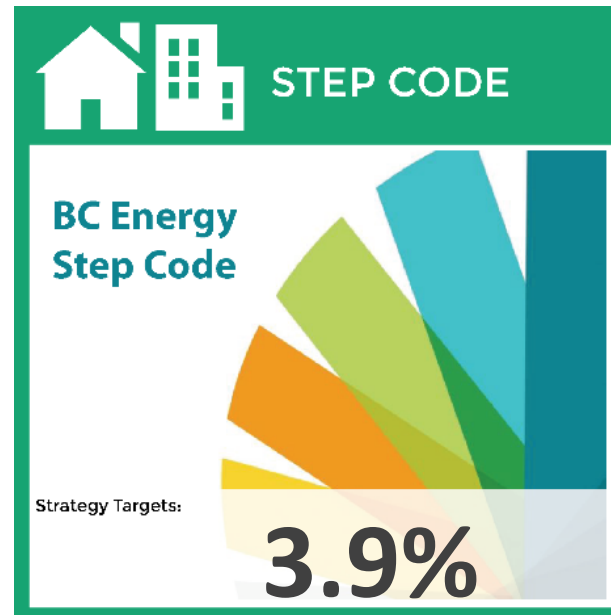
How can we build desirable and resilient communities, together?

1. Consider the feasibility and desirability of strategies in Saanich neighbourhoods.
2. Identify barriers and opportunities, and prioritize actions at the neighbourhood scale.

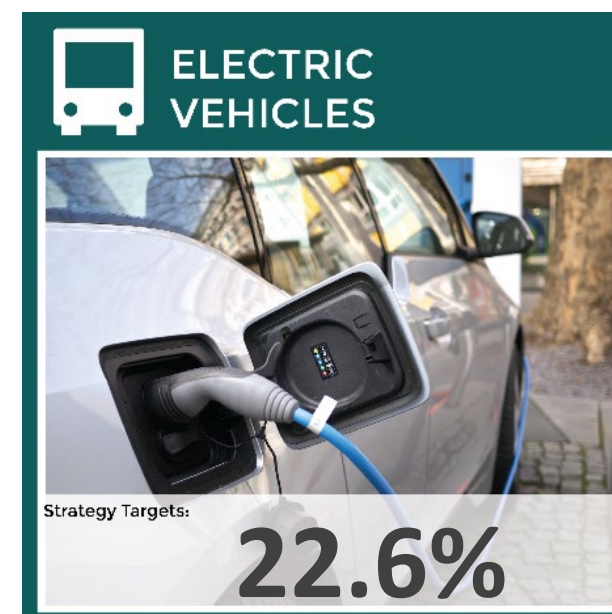
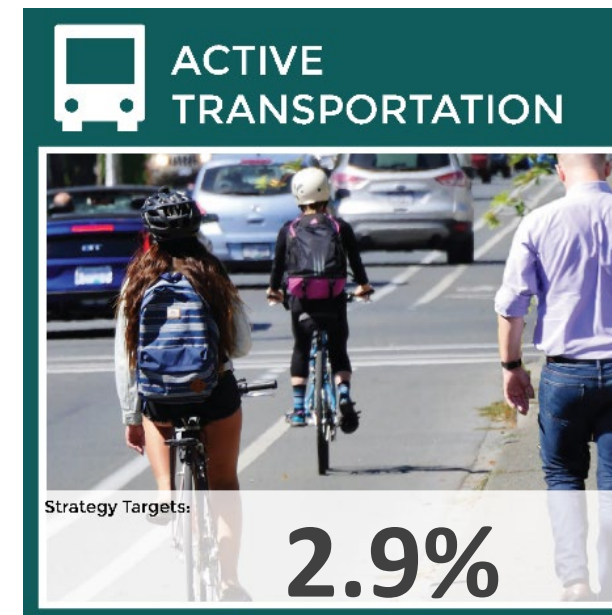




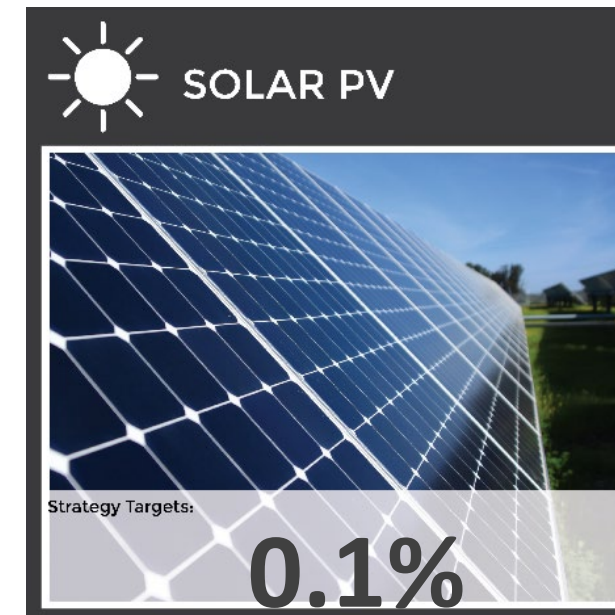
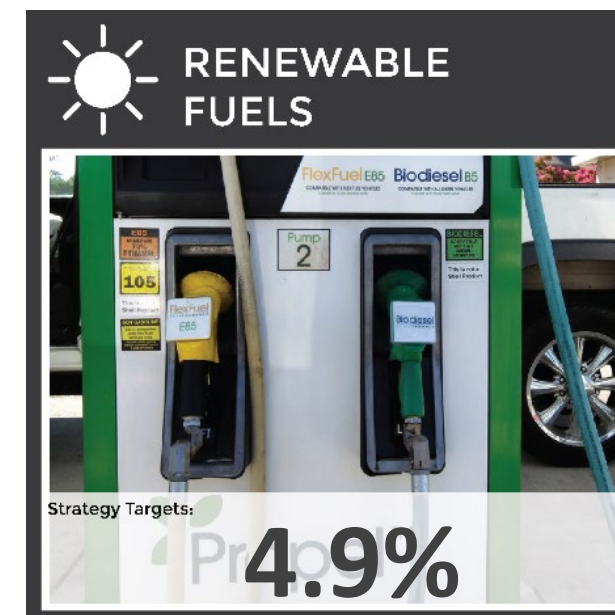
## BUILDINGS



## TRANSPORTATION



## RENEWABLES



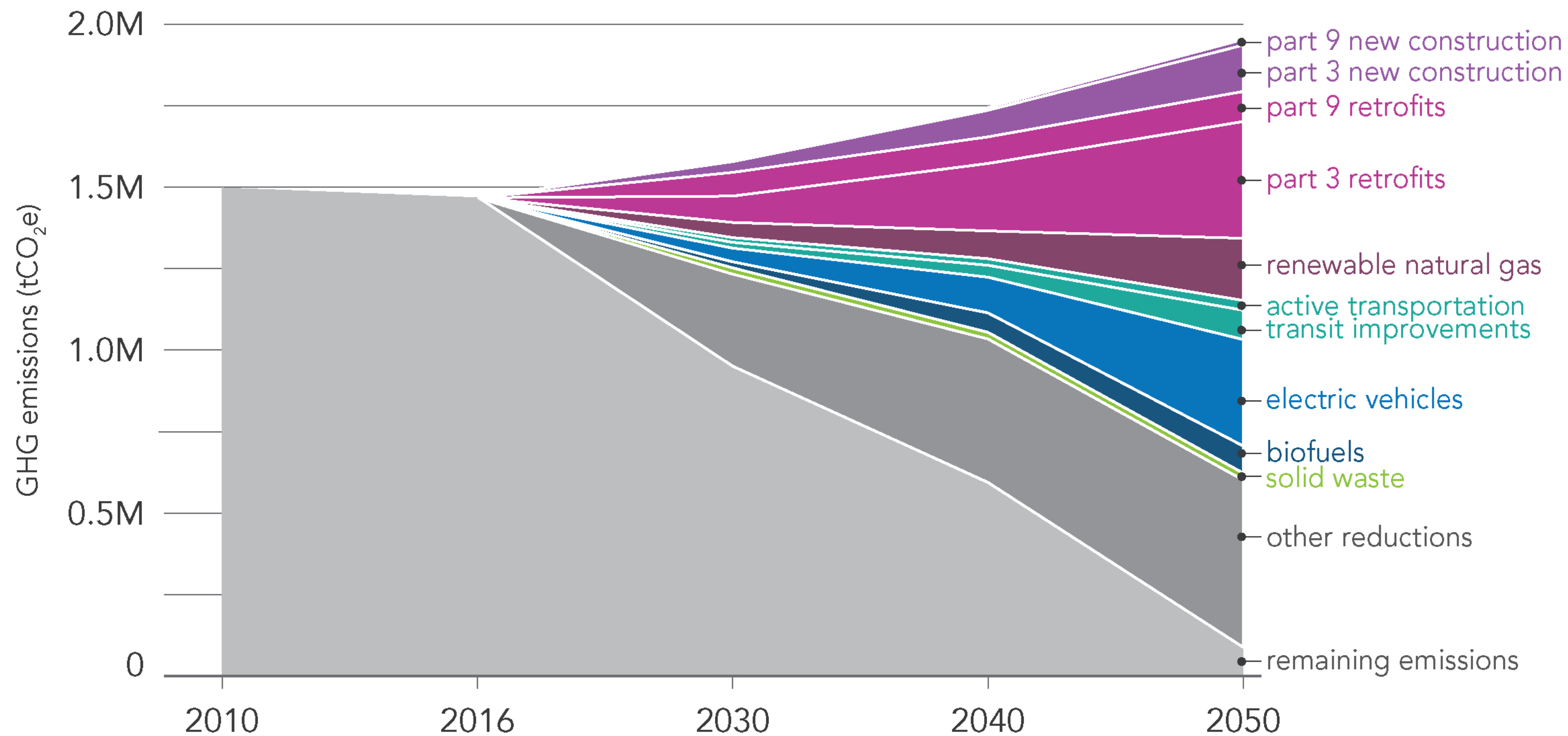
## WASTE



EXAMPLE



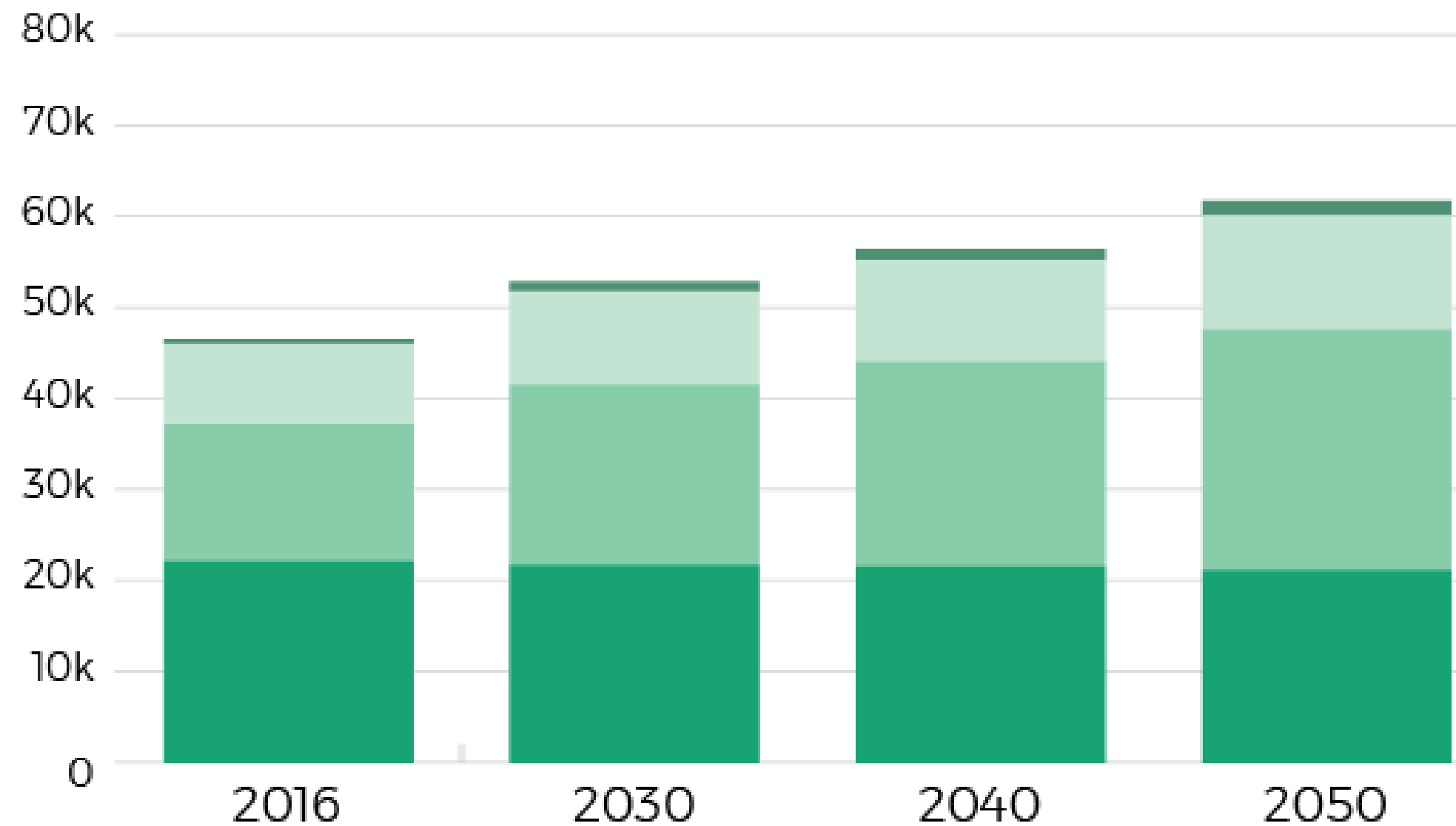
# Reductions by sub-sector



EXAMPLE

## Residential unit mix

■ detached ■ attached ■ low-rise apt ■ high-rise apt



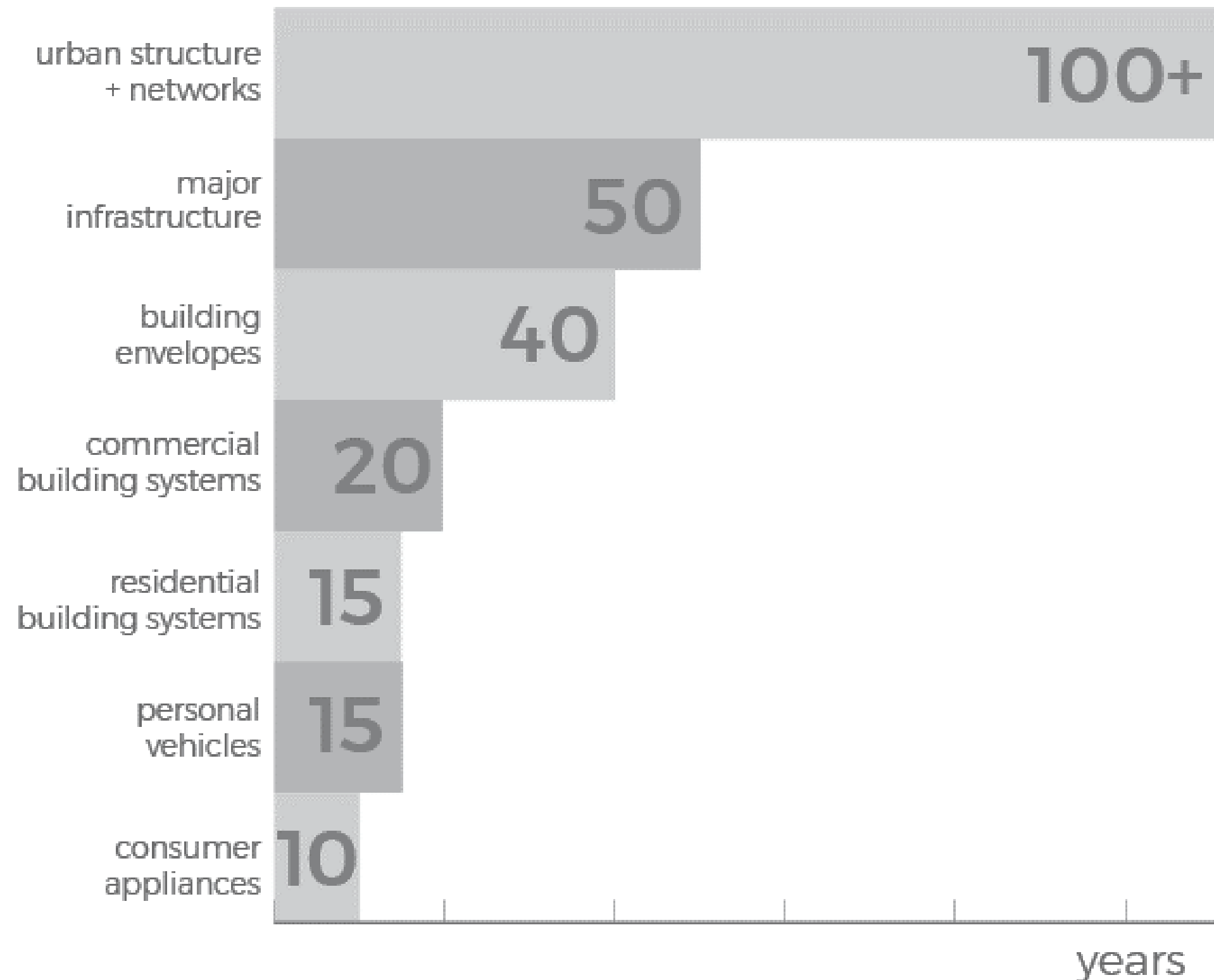
Source: CAN tool land use model

**Most buildings in  
2050 have already  
been built.**

Many new residences will  
be apartment or  
townhouses

## EXAMPLE

typical lifespans of urban elements



**Some strategies  
will have longer  
impacts.**

Infrastructure with long  
lifespans amplifies impacts  
and missed opportunities.





Everyone has a voice in planning our city.



“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*

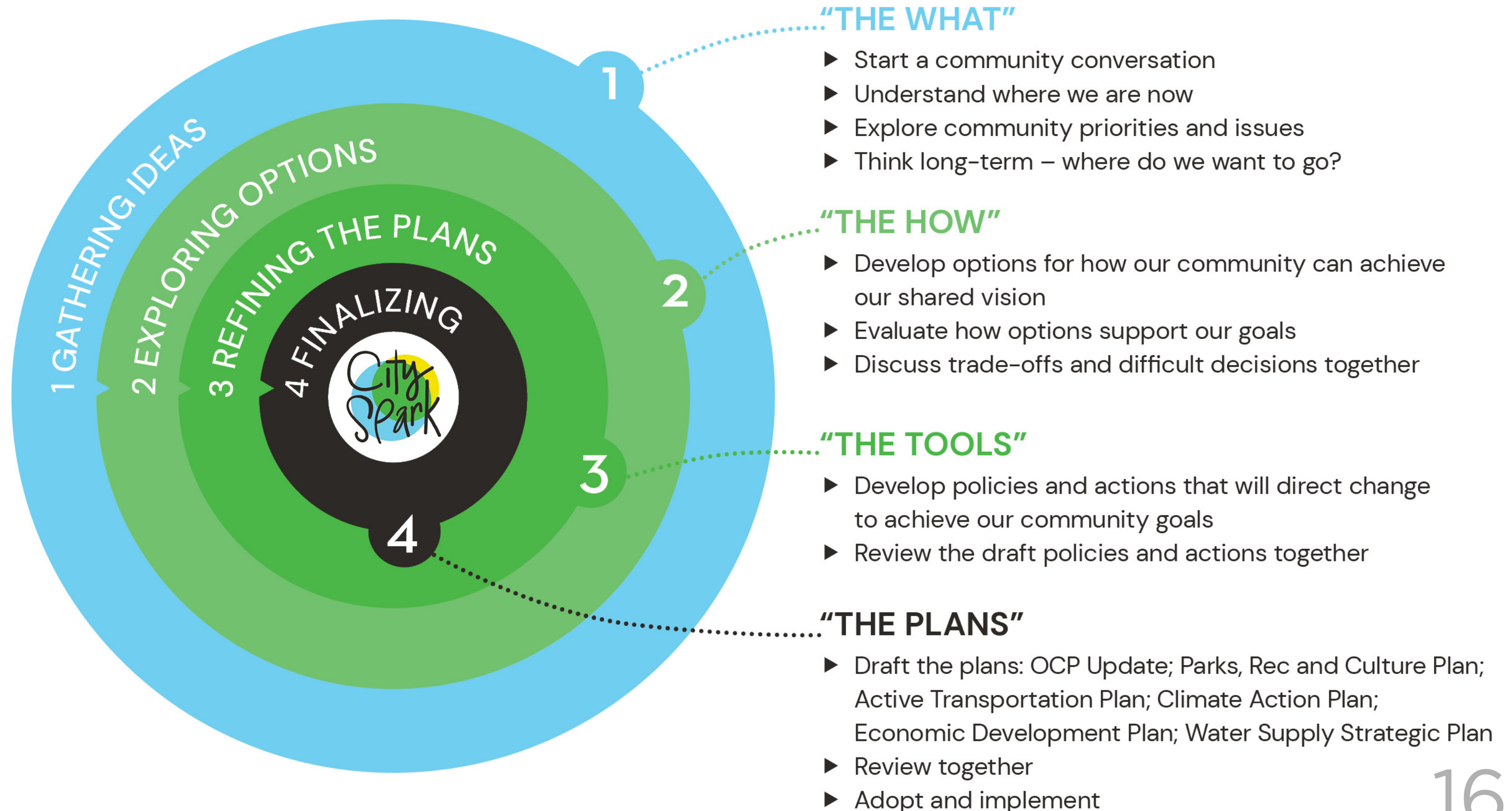
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# THE PROCESS

A JOURNEY FROM BIG IDEAS TO FOCUSED DIRECTION



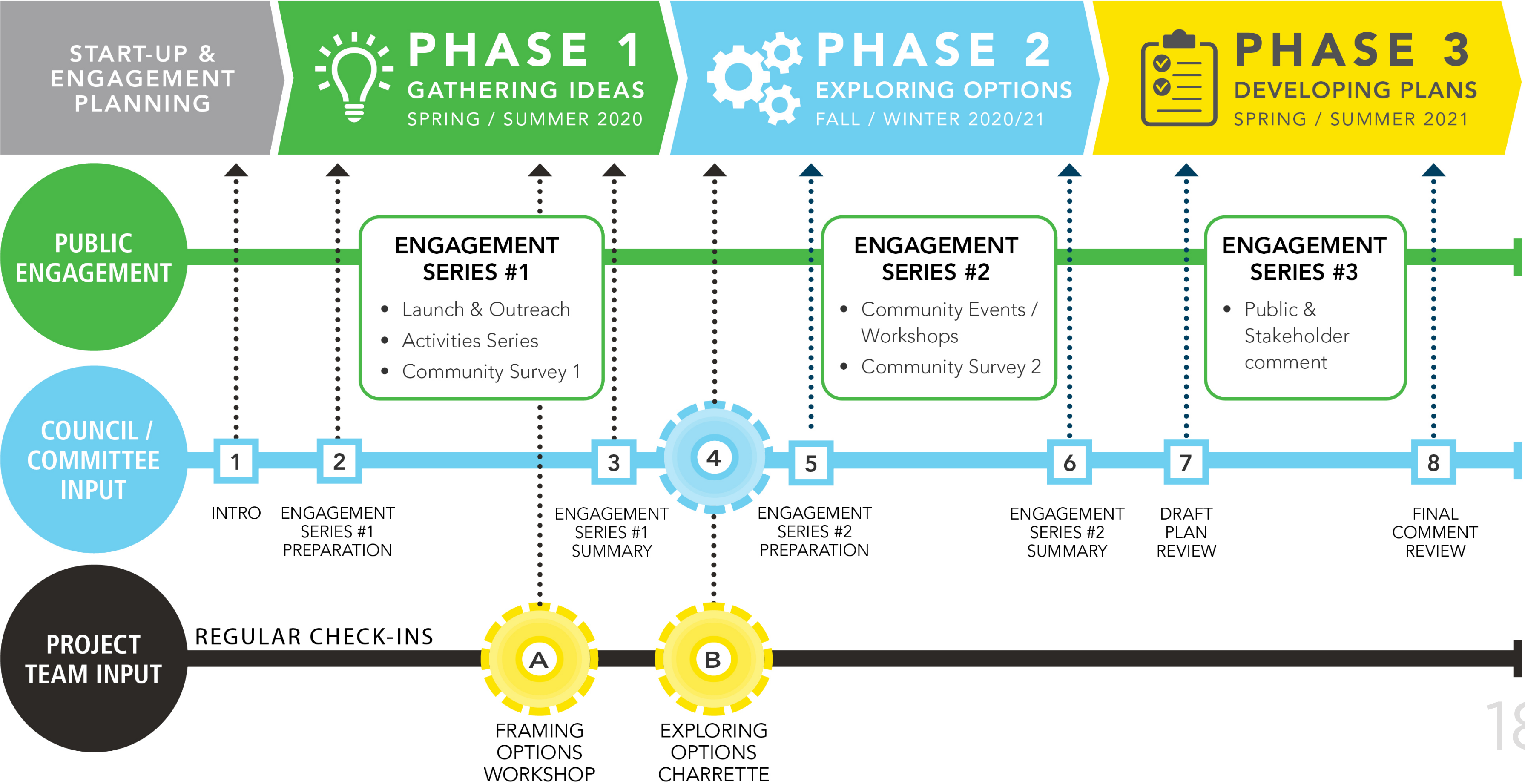


# THE NANAIMO CITY SPARK ENGAGEMENT JOURNEY

Nanaimo City Spark is a community journey. It starts with a planned process that evolves as we proceed. We continue to check-in and allow conversation to flow. In planning, the process is part of the product – it's a commitment to engaging the community.

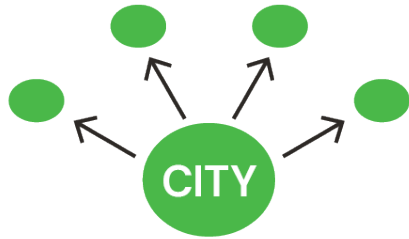
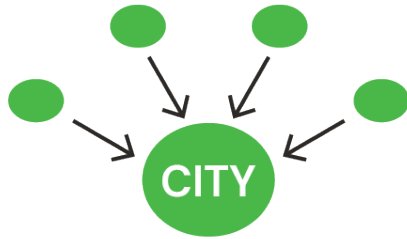
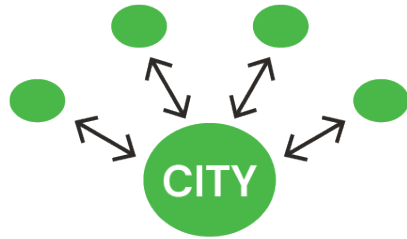
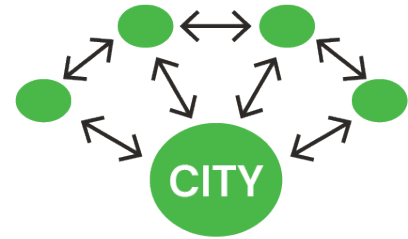
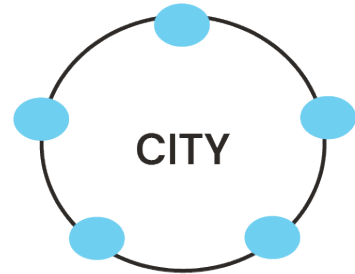


# CHECK-IN POINTS





# ENGAGEMENT LEVELS FOR NANAIMO CITY SPARK

					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public 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	"The City of Nanaimo will keep you informed. "	"The City of Nanaimo will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision."	"The City of Nanaimo will work with participants to ensure that their concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decisions."	"The City of Nanaimo will look to participants for advice and innovation in formulating solutions and incorporate their advice and recommendations into the decisions to the maximum extent possible."	"The City of Nanaimo will implement what the public decides."
EXAMPLES	<ul style="list-style-type: none"> <li>• City's website</li> <li>• Staff reports and presentations</li> <li>• Online digital platforms</li> <li>• Print and digital ads</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholder roundtables</li> <li>• Surveys</li> <li>• Pop-up conversations</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive displays</li> <li>• Focus groups</li> <li>• Online discussions</li> <li>• Workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Committees</li> <li>• Task Forces</li> <li>• Design charrettes</li> <li>• Deliberate quick polls</li> </ul>	<ul style="list-style-type: none"> <li>• Alternate Approval Process</li> <li>• Referendum</li> <li>• Election</li> </ul>

ADAPTATION OF IAP2 PUBLIC PARTICIPATION SPECTRUM



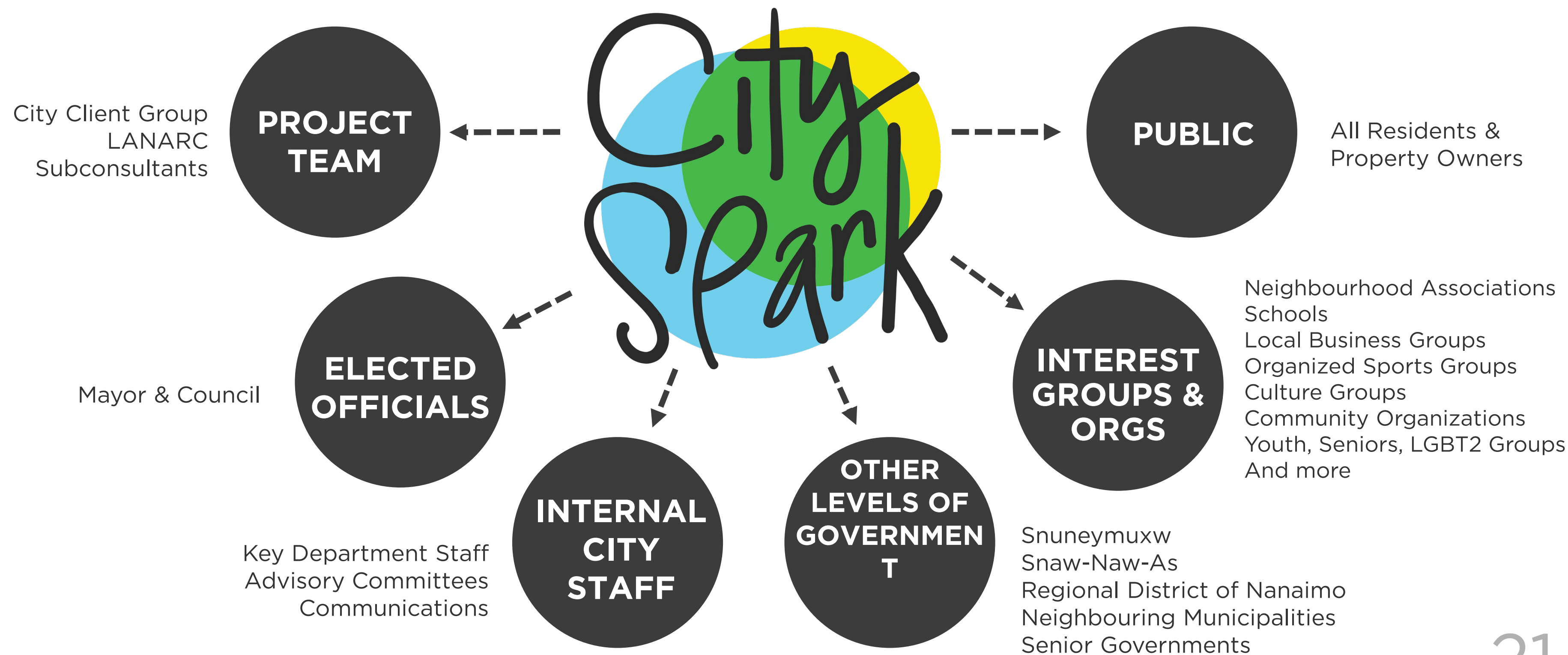
# ENGAGEMENT AIMS

WHAT ARE THE OBJECTIVES OF THIS INTEGRATED PROCESS?



# ENGAGEMENT AUDIENCES

WHO WILL PROJECT COMMUNICATIONS BE DIRECTED TO?



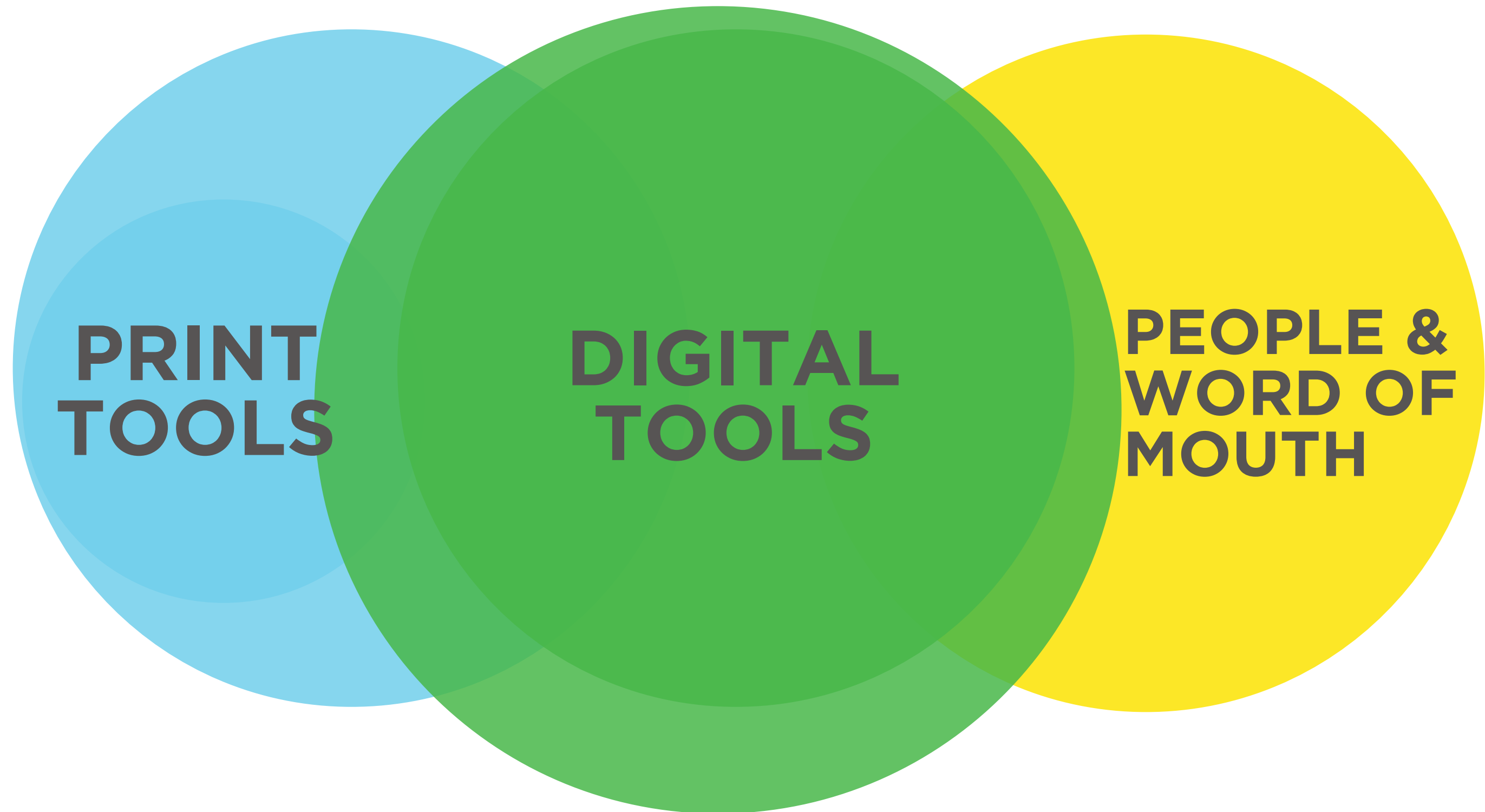


How can we engage while  
respecting physical distancing  
measures?



# ENGAGEMENT TOOLS

ACROSS PLATFORMS





**OUTREACH**

**RAISE**  
**AWARENESS**



# DIGITAL TOOLS

Project Webpage

Get Involved Nanaimo

Social Media (FB, Twitter, Instagram)

Video Shorts

Media Release

Photo Contest

E-notifications

Community Calendars

Digital Advertising



# PRINT TOOLS



Large Signs & Banners

Static Input Displays

Nanaimo Newsletters / Leisure Guide

City Vehicle Magnets

Mail-outs / Drop-offs

Small Posters

Give-Aways / Prizes

Bulletin Newspaper Ads



## **PEOPLE & WORD OF MOUTH**

Mayor & Council

CON Staff & Activity Leaders

Community Leaders

Neighbourhood Associations

Organizations

School Leadership & Teachers

VIU Ambassadors

Youth Ambassadors



# ENGAGEMENT ACTIVITIES FOR PHASE 1: GATHERING INPUT

A close-up photograph of a person's hand holding a white smartphone. The hand is wearing a dark grey long-sleeved shirt. The background is blurred, showing what appears to be a brown jacket. Overlaid on the left side of the image is a large green circle with a white outline. Inside this circle, the words 'SPARK' and 'CONVERSATION' are written in white, bold, sans-serif capital letters, stacked vertically.

**SPARK**  
**CONVERSATION**



# ENGAGEMENT SERIES #1 FORMATS

- A. Digital Engagement Platform  
(GetInvolvedNanaimo.ca)
- B. Social Media Campaign & Video Shorts
- C. Survey (statistically valid mail-out + online)

**MAINTAIN  
/  
ENHANCE**

- D. Community 'Pop-up' Series
- E. Community Events

**SHIFT**

- F. Community Stations (static)
- G. Stakeholder Meetings / Interviews
- H. Community Ambassador Program / Kits

**TWEAK**

# A | DIGITAL ENGAGEMENT PLATFORM

MAINTAIN /  
ENHANCE

INTENT: A SAFE PLACE TO ENGAGE ONLINE



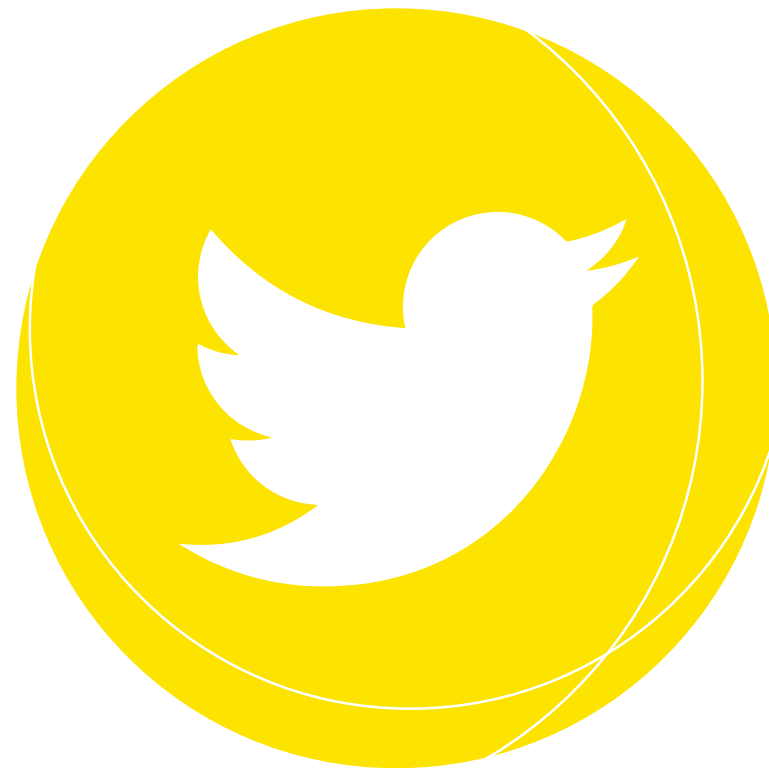
- Posting current information
- Polls
- Storytelling
- Online survey
- Forums
- Community mapping
- Q&A
- Moderation



# B | SOCIAL MEDIA & VIDEO

INTENT: MAKING INFORMATION ACCESSIBLE & INTERESTING

MAINTAIN /  
ENHANCE



# D | COMMUNITY 'POP-UP' SERIES

INTENT: MEETING PEOPLE WHERE THEY ARE

SHIFT

## ORIGINAL IDEAS

### Community Event Pop-ups

#### Around Town Pop-ups

e.g.: grocery stores,  
rec centres,  
waterfront,  
transit exchange

#### Around School Pop-ups

e.g.: youth forum,  
children's activities,  
youth-led events

#### Around Home Pop-ups

e.g.: retirement residences,  
assisted living,  
transitional housing

SHIFT

## CURRENT WORKING IDEAS

### At Home Activity Series

e.g.: citizen challenges,  
contests,  
video submissions,  
children's activity pack

### Info drops / input pick-ups

e.g.: retirement residences,  
assisted living,  
transitional housing  
(coordinated through staff)

### Weekly Idea Series

e.g.: weekly question / challenge,  
educational topic posts

### Guideline-appropriate Pop-ups

e.g.: following current guidelines

# C | MAILOUT SURVEY & COMMUNITY QUESTIONNAIRE

## CAPTURING IDEAS & OPINIONS



### MAIL-OUT SURVEY

Statistically Valid  
Representative sample across:  
Neighbourhood Areas  
Age groups



### COMMUNITY QUESTIONNAIRE

Open to all participants  
Online  
Hard copy available



# E | COMMUNITY EVENTS

## INTENT: INTERACTIVE ACTIVITIES & DISCUSSIONS

### ORIGINAL IDEA

#### Community Event Series

- Events at different city locations (e.g., north, central, south)
- Inspirational speakers
- Opportunities to interact with project team
- Learn about Nanaimo
- Share ideas with others in the community



**SHIFT**

### CURRENT WORKING IDEA

#### Interactive Online Series

- Ask & Answer series
- Coffee calls / chats
- Video speakers
- Interactive website content and posts

# F | STATIC STATIONS

INTENT: POST INFO & ACTIVITIES WHERE PEOPLE ARE

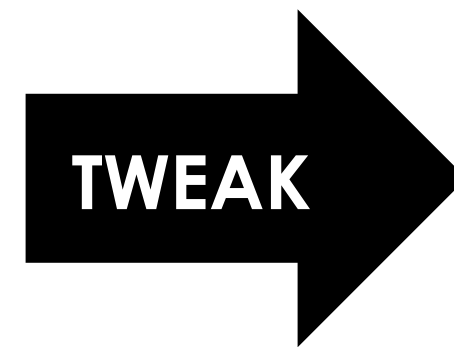


## ORIGINAL IDEA

Static input stations at key community facilities

Sending out materials through existing organizations

Leveraging public computers



## TWEAK

Safe static stations at open locations (e.g., outdoors)

Sending out materials through existing organizations

Public drop boxes

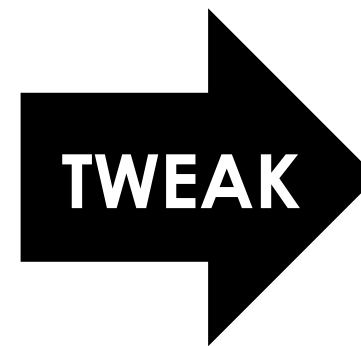
# G | STAKEHOLDER MEETINGS & INTERVIEWS

INTENT: TARGETED INPUT FROM KEY GROUPS



## ORIGINAL IDEA

Small Group Meetings &  
Interviews



## TWEAK

Phone Calls  
Email Correspondence  
Small Group Online Meetings



# H | COMMUNITY AMBASSADOR PROGRAM & KITS

**INTENT: PROVIDE LEADERS WITH THE INFO THE NEED TO TALK ABOUT THE PROJECT**

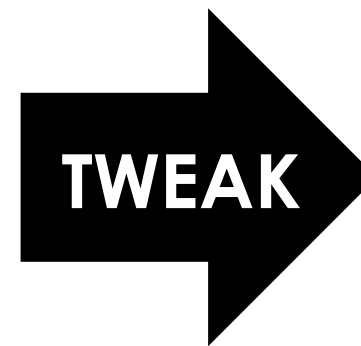


## **ORIGINAL IDEA: MATERIALS TOOLBOX**

Print materials

Small give-aways (e.g., stickers)

Hard copy questionnaires



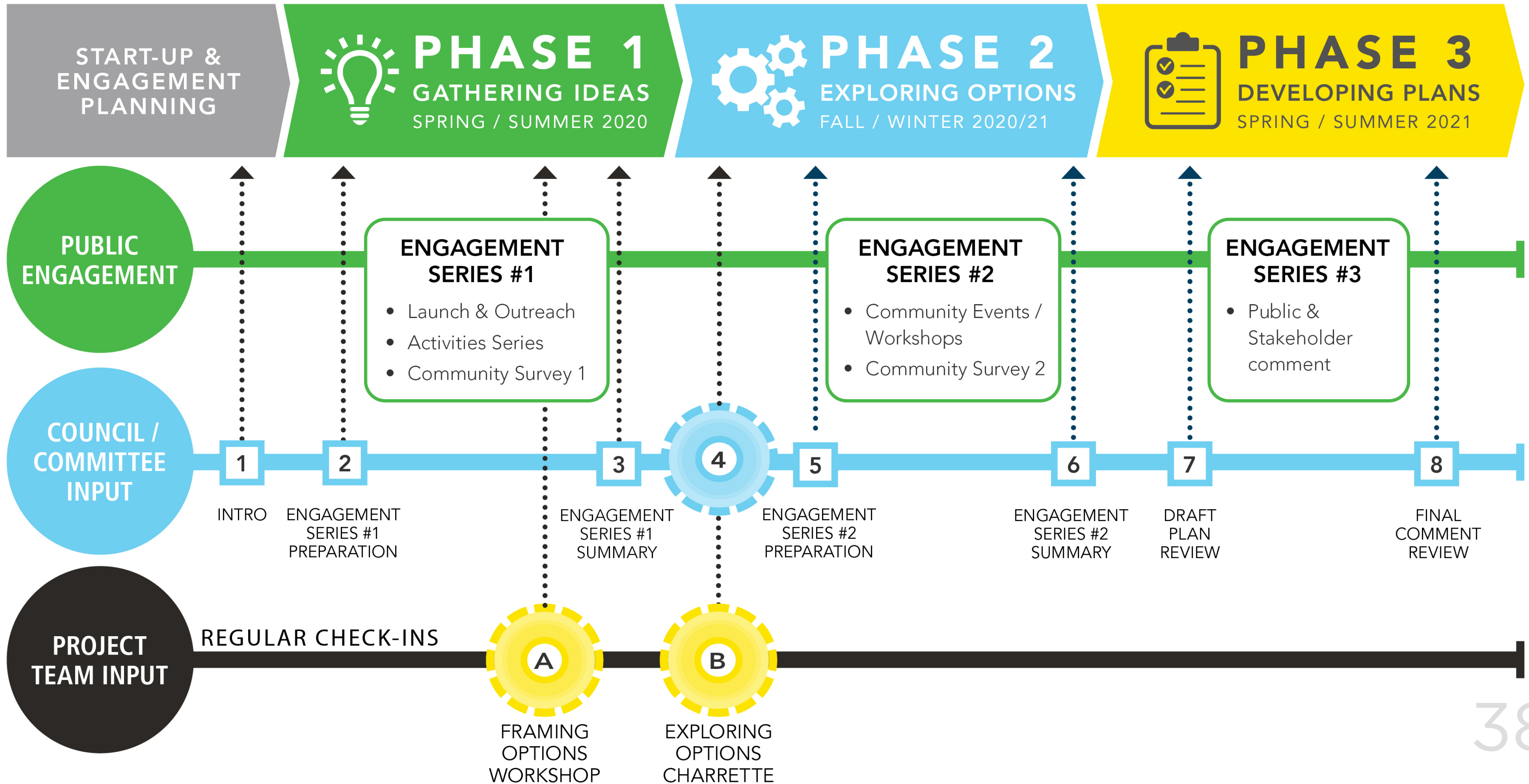
## **TWEAK: DIGITAL TOOLBOX**

Digital sharing materials

FAQ responses

Calls and support

# GENERAL TIMELINE SUMMARY





# Framing Options Stakeholder Workshop

## Climate Action Navigator Tool – ONLINE?





Framing Options  
formed by input –  
online – then tested  
for effectiveness ..

Stakeholder input

Public input

Student input (HS & VIU)

Climate action integrated with land  
use, active transportation and transit,  
as well as technology e.g. Electric  
Vehicles, Energy Step Code







THANK YOU!

