



# NANAIMO

Our City, Our Voices.

May 25, 2020 | Update to Council

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

City  
Spark

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The Plans



Actions & Steps



Desired Future State  
(or where we want to go)

**HISTORICAL PLANNING**

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Everyone has a voice in planning our city.

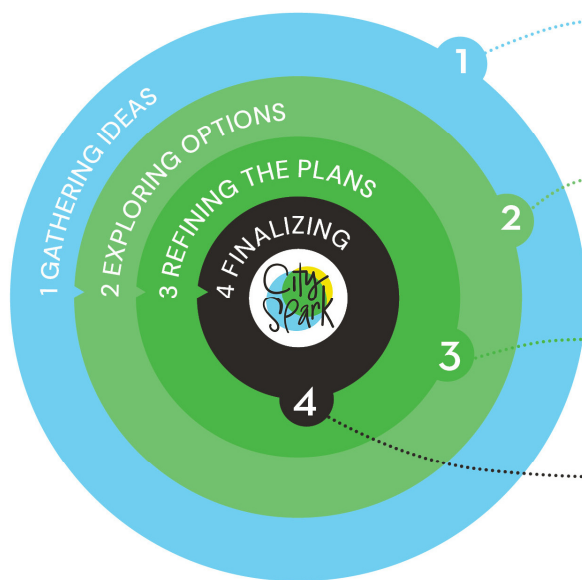
“Community engagement is more than a town hall meeting or an open house: it is a culture fostered within an entire organization and a community. It is a culture where communication is meaningful and authentic; and asking questions makes a resident feel heard and respected at all levels.”

- Community Engagement Task Force Final Report



# THE PROCESS

A JOURNEY FROM BIG IDEAS TO FOCUSED DIRECTION



## “THE WHAT”

- ▶ Start a community conversation
- ▶ Understand where we are now
- ▶ Explore community priorities and issues
- ▶ Think long-term – where do we want to go?

## “THE HOW”

- ▶ Develop options for how our community can achieve our shared vision
- ▶ Evaluate how options support our goals
- ▶ Discuss trade-offs and difficult decisions together

## “THE TOOLS”

- ▶ Develop policies and actions that will direct change to achieve our community goals
- ▶ Review the draft policies and actions together

## “THE PLANS”

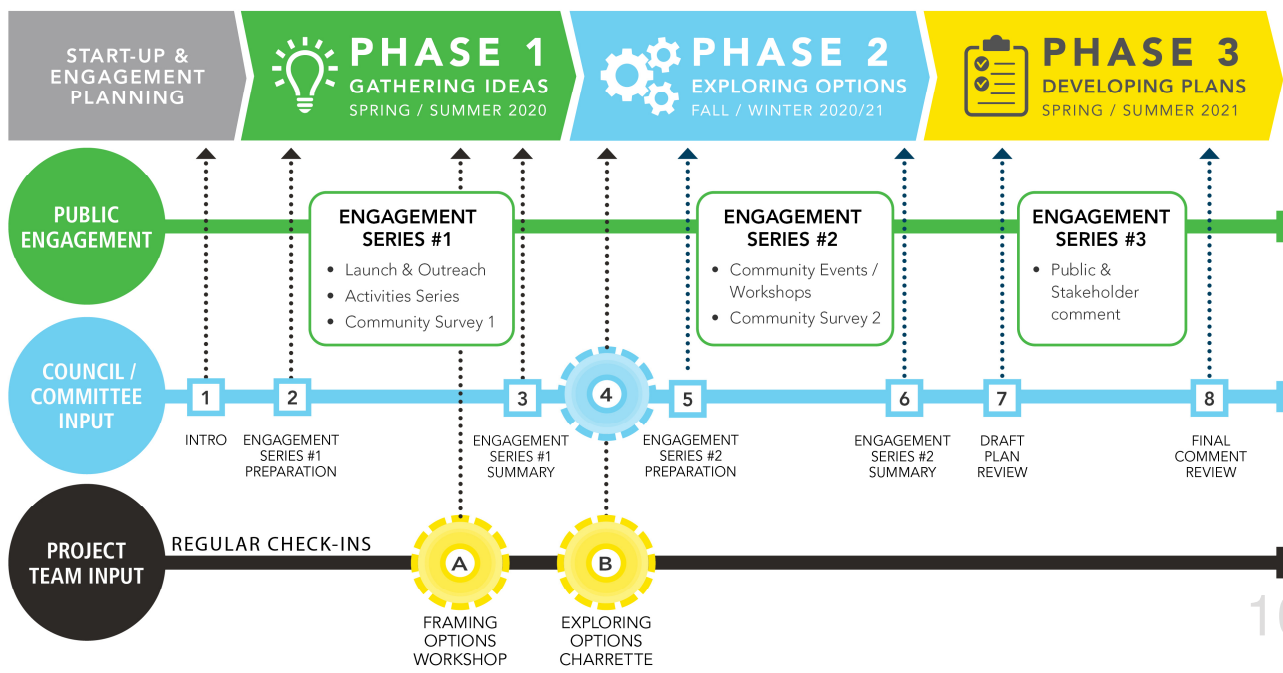
- ▶ Draft the plans: OCP Update; Parks, Rec and Culture Plan; Active Transportation Plan; Climate Action Plan; Economic Development Plan; Water Supply Strategic Plan
- ▶ Review together
- ▶ Adopt and implement

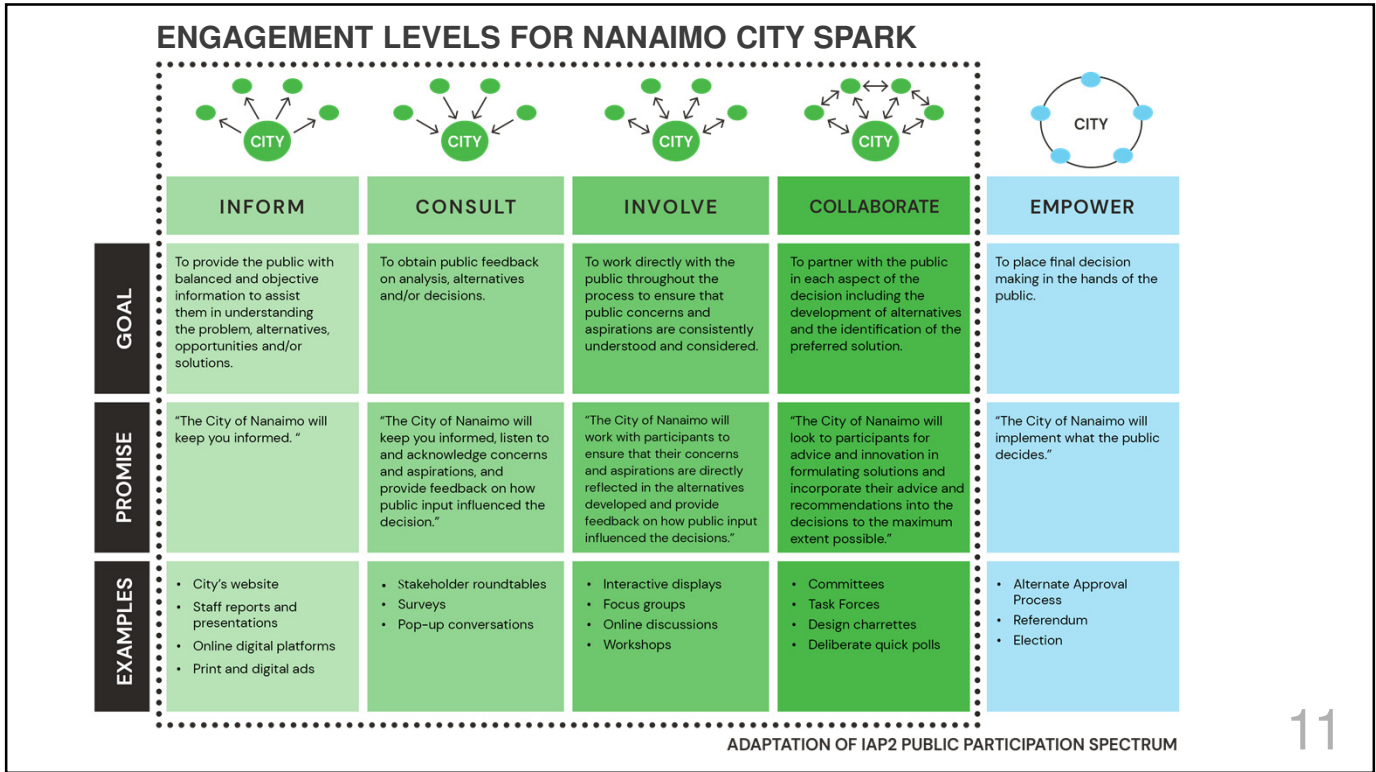
# THE NANAIMO CITY SPARK ENGAGEMENT JOURNEY

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





# MOVE FORWARD OR WAIT?

WEIGHING THE BENEFITS AND RISKS

## Potential Benefits of Moving Forward

- Maintain schedule
- New engagement techniques
- Fewer public distractions (e.g., travel)
- Social connection
- Family participation
- Integration of COVID-19 impacts

## Potential Risks of Moving Forward

- Inattention / focus on other issues
- Second / third wave impacts
- Challenges seeing beyond current state to look to the future
- Little / no opportunity for in-person engagement
- Staff capacity

## Potential Benefits of Waiting

- Future opportunities to engage in-person
- Potential for improved focus if crisis has passed

## Potential Risks of Waiting

- Unknown timeline for the crisis to pass
- Cascading project delays
- Influx of engagement post-crisis
- Lack of attention when restrictions ease
- Potential for future waves continuing to disrupt life as we know it

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How can we engage while respecting physical distancing measures?

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# ENGAGEMENT AIMS

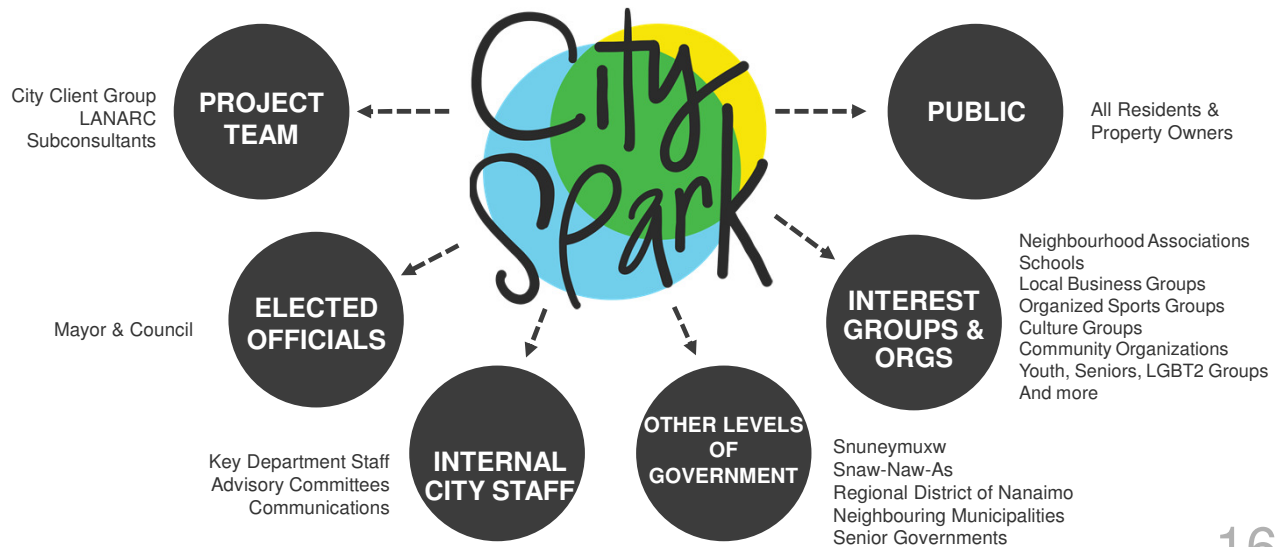
WHAT ARE THE OBJECTIVES OF THIS INTEGRATED PROCESS?



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# ENGAGEMENT AUDIENCES

WHO WILL PROJECT COMMUNICATIONS BE DIRECTED TO?

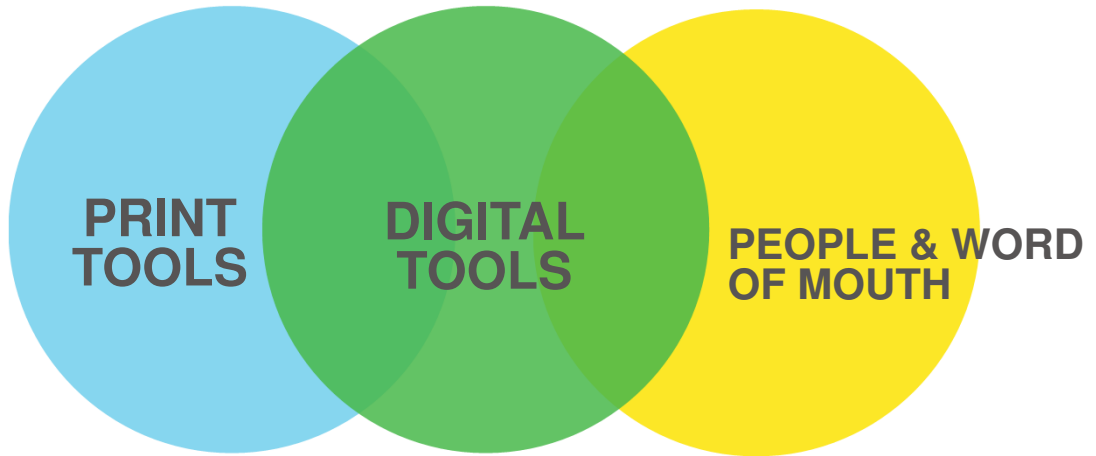


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# ENGAGEMENT TOOLS

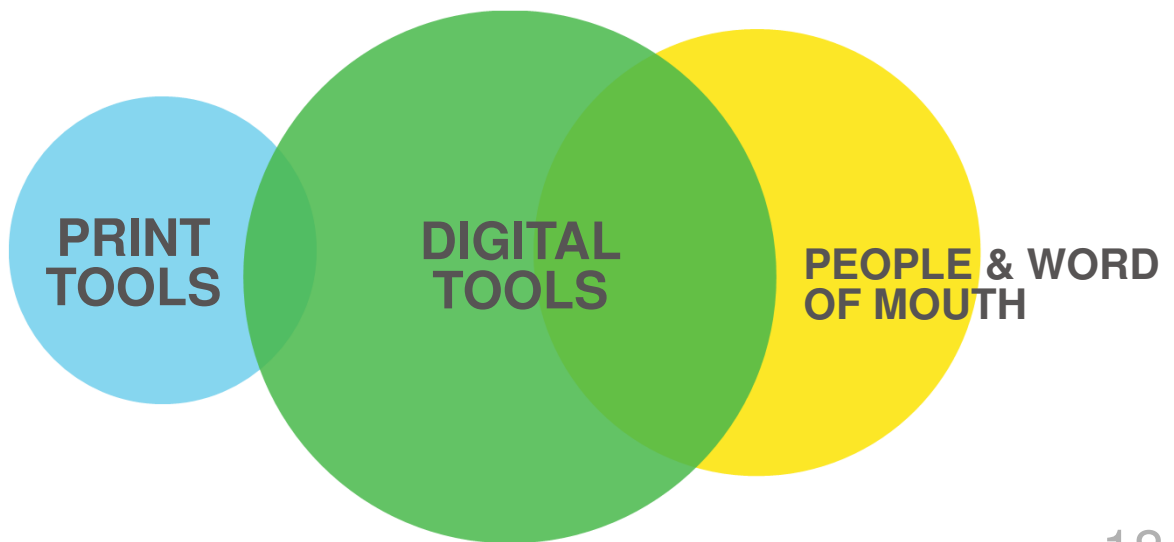
ACROSS PLATFORMS



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# ENGAGEMENT TOOLS

ACROSS PLATFORMS



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**OUTREACH**



**RAISE**  
AWARENESS

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How will people recognize this initiative?



**NANAIMO**  
Our City, Our Voices.

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## DIGITAL TOOLS

Project Webpage

Get Involved Nanaimo

Social Media (FB, Twitter, Instagram)

Video Shorts

Media Release

Photo Contest

E-notifications

Community Calendars

Digital Advertising

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## 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

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## PEOPLE & WORD OF MOUTH

- Mayor & Council
- CON Staff & Activity Leaders
- Community Leaders
- Neighbourhood Associations
- Organizations
- School Leadership & Teachers
- VIU Ambassadors
- Youth Ambassadors

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## ENGAGEMENT ACTIVITIES FOR PHASE 1: GATHERING INPUT



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## ENGAGEMENT SERIES #1 FORMATS

- A. Digital Engagement Platform (GetInvolvedNanaimo.ca)
- B. Social Media Campaign & Video Shorts
- C. Survey (statistically valid mail-out + online)
- D. Community 'Pop-up' Series
- E. Community Events
- F. Community Stations (static)
- G. Stakeholder Meetings / Interviews
- H. Community Ambassador Program / Kits

MAINTAIN /  
ENHANCE

SHIFT

TWEAK

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## 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

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# 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



**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

MAINTAIN / ENHANCE



## 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

SHIFT

### 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



### CURRENT WORKING IDEA

#### Interactive Online Series

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

TWEAK

# 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

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TWEAK

# 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

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TWEAK

# 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

