



# 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.

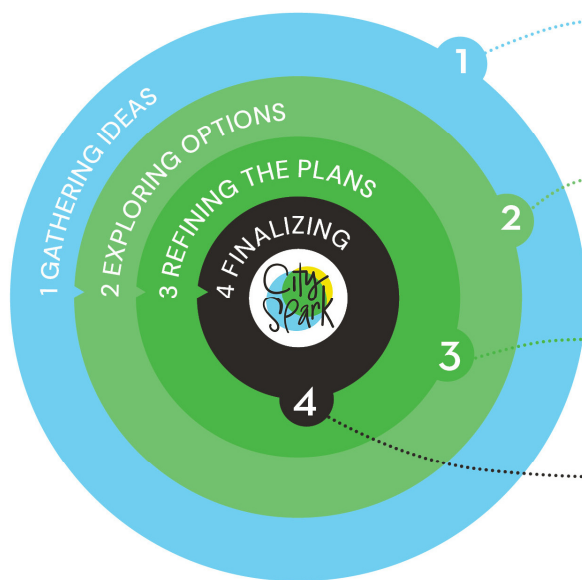
“Community engagement is more than a town hall meeting or an open house: it is a culture fostered within an entire organization and a community. It is a culture where communication is meaningful and authentic; and asking questions makes a resident feel heard and respected at all levels.”

- 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

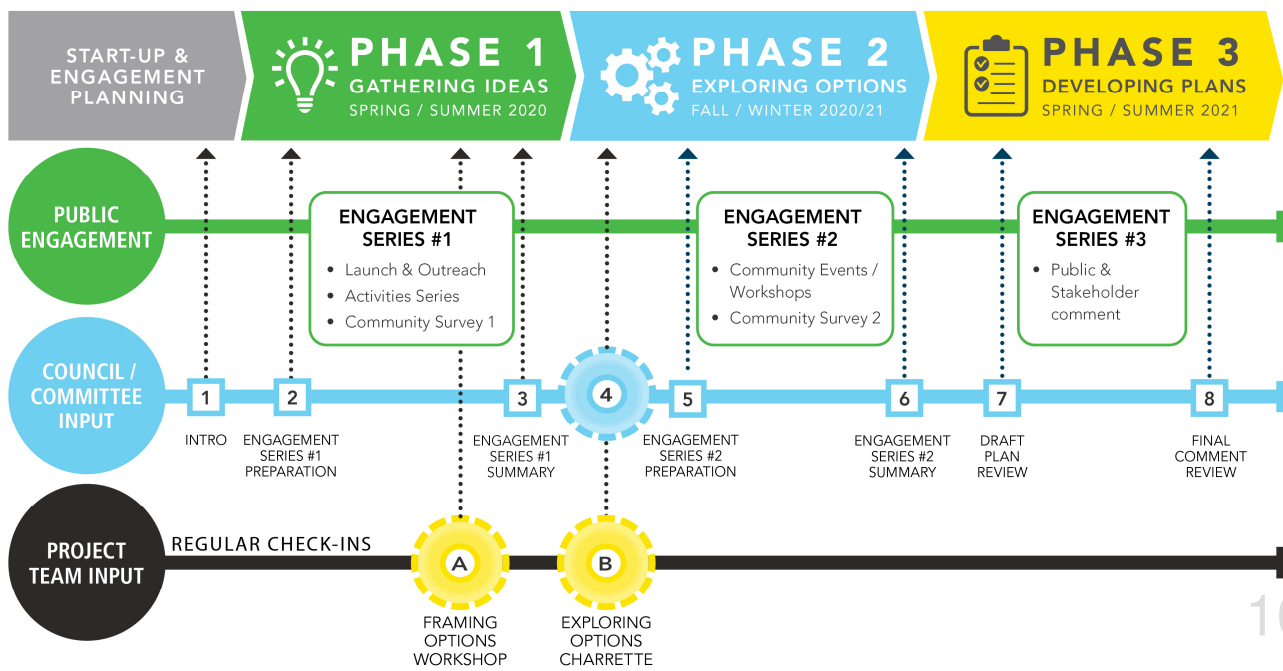


# THE NANAIMO CITY SPARK ENGAGEMENT JOURNEY






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



## ENGAGEMENT LEVELS FOR NANAIMO CITY SPARK

	 <b>INFORM</b>	 <b>CONSULT</b>	 <b>INVOLVE</b>	 <b>COLLABORATE</b>	 <b>EMPOWER</b>
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

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Should we engage during these unprecedented times?

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# 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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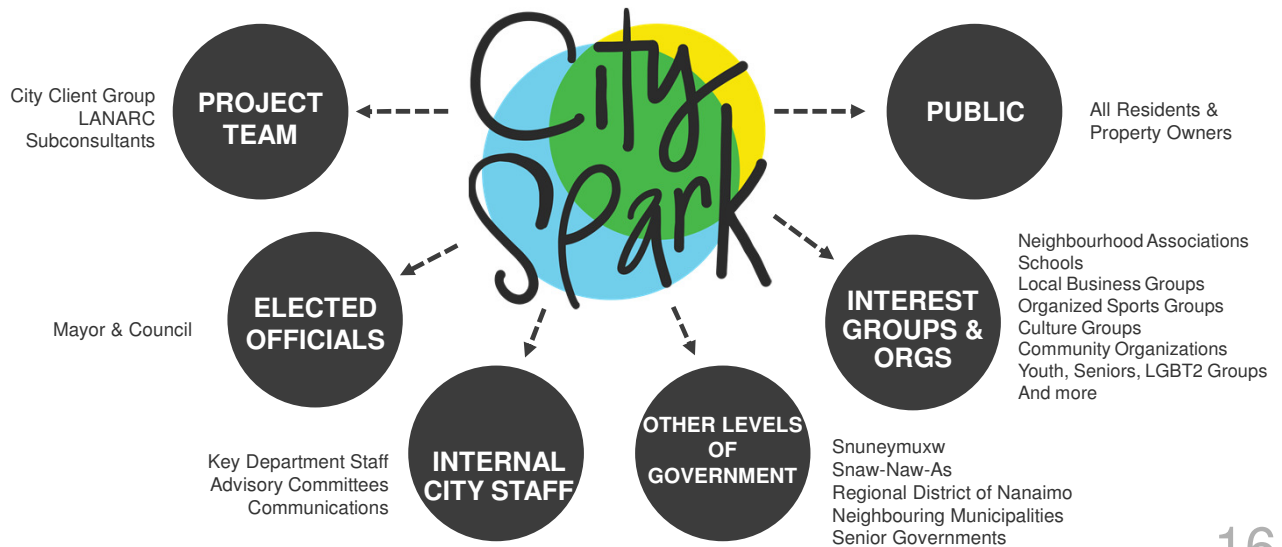
# ENGAGEMENT AIMS

WHAT ARE THE OBJECTIVES OF THIS INTEGRATED PROCESS?



# ENGAGEMENT AUDIENCES

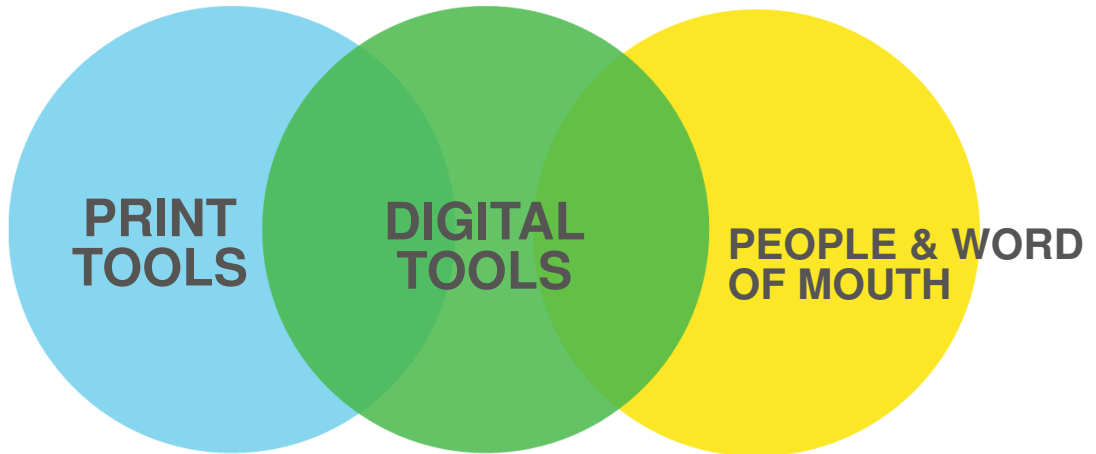
WHO WILL PROJECT COMMUNICATIONS BE DIRECTED TO?





# ENGAGEMENT TOOLS

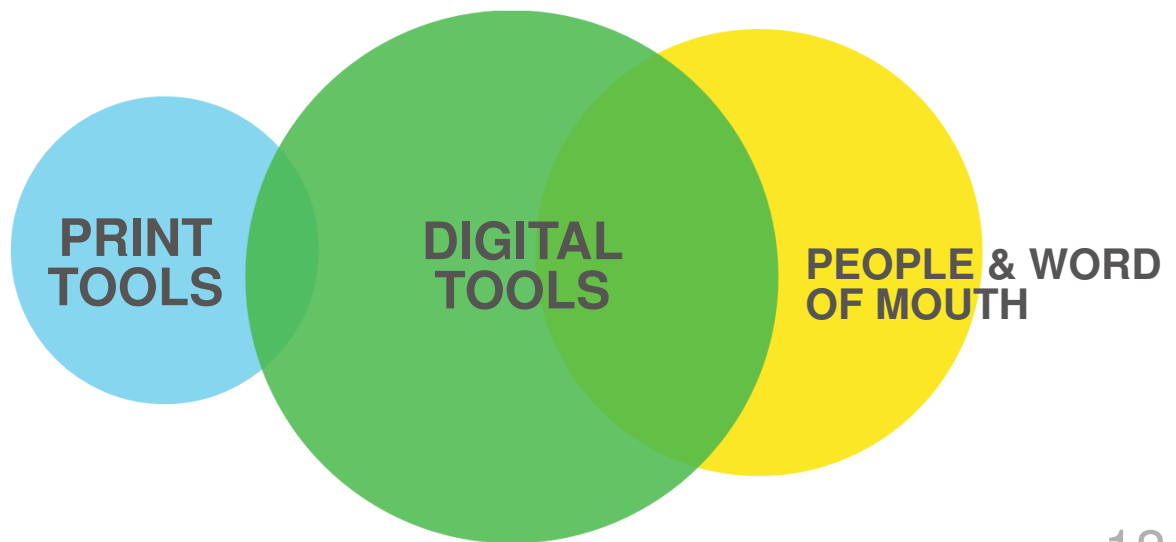
ACROSS PLATFORMS



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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

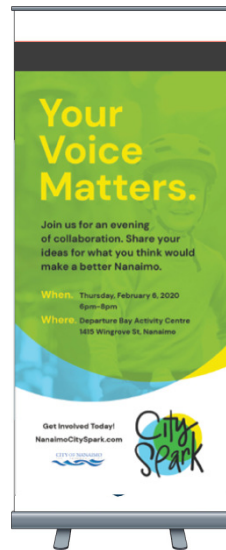
E-notifications

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



**SPARK**  
CONVERSATION

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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



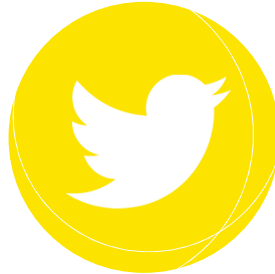
- Posting current information
- Polls
- Storytelling
- Online survey
- Forums
- Community mapping
- Q&A
- Moderation

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## B | SOCIAL MEDIA & VIDEO

INTENT: MAKING INFORMATION ACCESSIBLE & INTERESTING

MAINTAIN /  
ENHANCE



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## 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

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# 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



## 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

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## 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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# H | COMMUNITY AMBASSADOR PROGRAM & KITS

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



## ORIGINAL IDEA: MATERIALS TOOLBOX

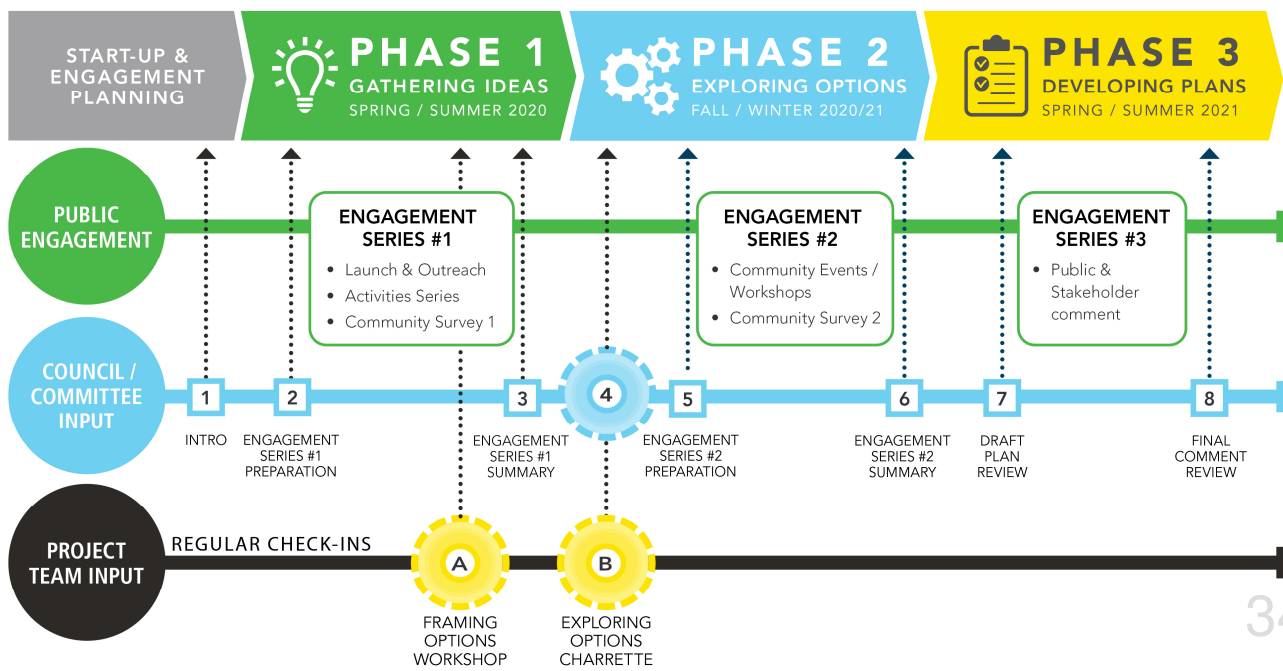
- Print materials
- Small give-aways (e.g., stickers)
- Hard copy questionnaires



## TWEAK: DIGITAL TOOLBOX

- Digital sharing materials
- FAQ responses
- Calls and support

# GENERAL TIMELINE SUMMARY





THANK YOU!

