

DATE OF MEETING July 20, 2020

AUTHORED BY KARIN KRONSTAL, SOCIAL PLANNER AND  
CHRIS SHOLBERG, COMMUNITY HERITAGE PLANNER

**SUBJECT REIMAGINE NANAIMO – PUBLIC ENGAGEMENT LAUNCH**

## **OVERVIEW**

### **Purpose of Report**

To formally launch the Reimagine Nanaimo public engagement process. |

### **Recommendation**

That Council receive the report titled “**REIMAGINE NANAIMO** – Public Engagement Launch” dated 2020-JUL-20, and direct Staff to formally launch the process.

## **BACKGROUND**

At the Regular Council Meeting held 2020-FEB-24, Staff provided a progress update on the **REIMAGINE NANAIMO** Coordinated Strategic Policy Review (2020-2021) project, including a draft Terms of Reference for the overall process. Council endorsed the following motion:

*“That Council receive the report titled “Coordinated Strategic Policy Review (2020-2021) Status Update” dated 2020-FEB-24, and adopt the attached Coordinated Strategic Policy Review (2020-2021) Terms of Reference.”*

Following this direction from Council, Staff have proceeded with the implementation of the Terms of Reference.

The focus of the **REIMAGINE NANAIMO** process is a comprehensive update of a number of key strategic planning policy documents. Central to this undertaking is an update of Nanaimo’s 2008 Official Community Plan, the 2005 Parks, Recreation and Culture Plan, and the creation of an Active and Sustainable Transportation Plan.

Planning and engagement on these plans will be done as part of a broader process that involves coordinating engagement to inform the review and update of other strategic plans, including the Economic Development Strategy, Water Supply Strategic Plan, and Climate Action Plan.

Coordinated community engagement on these interrelated policy documents is intended to maximize community participation, ensure consistency between the plans, ensure efficient resource use, and avoid public confusion and potential engagement fatigue from multiple overlapping planning processes. The process also provides an opportunity to consider combining several plans into one document.

## **DISCUSSION**

Under the Terms of Reference, the **REIMAGINE NANAIMO** process has been separated into five key phases, with the status of the first two phases outlined below.

Work on Phase 1 (Starting - Plan Initiation) has been achieved despite the disruptions of the COVID-19 pandemic, and within the timeline identified in the Terms of Reference October-April 2020. This includes the hiring of a consultant (Lanarc), creation of branding, and completion of various background studies, including demographic projections and a Land Inventory and Capacity Analysis.

Work on Phase 2 (Exploring - Issues and Opportunities) has been progressing. In this regard, Lanarc has prepared an innovative draft public engagement strategy that was endorsed by Council at its regular meeting held 2020-MAY-25. Since this date, Staff have been working with Lanarc to prepare the public engagement strategy for implementation and are now ready for its formal launch.

The Public Engagement Strategy is comprehensive, and will provide an accessible and flexible approach for seeking and understanding the ideas, needs, and values of the community at large. This will in turn ensure the plan updates and policies that are confirmed and generated by the process are reflective of the community's input and aspirations.

Key elements of the public engagement strategy launch will be outlined in the accompanying PowerPoint to be presented by the project consultants. The presentation will focus on background information and other outreach material to be provided to the public, the process for the promotion campaign, and survey techniques/stakeholder consultation that will be used to capture the input and preferences of the community.

## **OPTIONS**

1. That Council receive the report titled "**REIMAGINE NANAIMO** – Public Engagement Launch" dated 2020-JUL-20, and direct Staff to formally launch the process.
  - **Advantages:** Implementation of the proposed public engagement strategy will provide an accessible and flexible approach for seeking and understanding the ideas, needs, and values of the community at large. It will ensure plan updates and policies that are confirmed and generated by the process are reflective of the community's input and aspirations. Starting an engagement strategy that is adapted to COVID-19 considerations will provide positive, innovative opportunities for our community to participate in planning for the future, while also helping maintain project timelines and objectives.
  - **Disadvantages:** The original intention to use larger public engagement events and even smaller forums for engagement activities are very unlikely to be available for the next 6 to potentially 12 months, and there is the possibility some community members may not adapt well to new ways of engaging as a result of COVID-19. This could result in the need for extending engagement timelines.
  - **Financial Implications:** None beyond the initial budget commitments already made to the **REIMAGINE NANAIMO** process.

2. That Council direct Staff to postpone formal launch of the **REIMAGINE NANAIMO** public engagement process.

- Advantages: Will ensure any edits, omissions, or lack of clarity identified by Council in the launch presentation are addressed before proceeding.
- Disadvantages: Will delay implementation of the **REIMAGINE NANAIMO** process until the launch is endorsed.
- Financial Implications: None beyond the initial budget commitments already made to the **REIMAGINE NANAIMO** process, but may result in some budget carry forward to 2022 if the project is delayed. |

### **SUMMARY POINTS**

- The purpose of this report is to formally launch the **REIMAGINE NANAIMO** public engagement process.
- Work on Phase 2 (Exploring - Issues and Opportunities) has been progressing. In this regard, Lanarc prepared an innovative draft public engagement strategy that was endorsed by Council's at its regular meeting held 2020-MAY-25. Since this date, Staff have been working with Lanarc to prepare the public engagement strategy for implementation, and are now ready for its formal launch.
- Key elements of the public engagement strategy launch will be outlined through a PowerPoint presentation by the project consultants, focusing on background information and other outreach material to be provided to the public, the process for the promotion campaign, and survey techniques/stakeholder consultation that will be used to capture the input and preferences of the community.

**Submitted by:**

Lisa Bhopalsingh  
Manager, Community Planning |

**Concurrence by:**

Bill Corsan  
Director, Community Development

Dale Lindsay  
General Manager, Development Services

Richard Harding  
General Manager, Parks, Recreation and  
Culture

Bill Sims  
General Manager, Engineering and Public  
Works |