



**reimagine**  
**NANAIMO**

Our City, Our Voices  
July 20, 2020 | Engagement Launch

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What is in  
REIMAGINE  
NANAIMO?



OCP Update



Parks, Rec & Culture Plan Update



Active Transportation Plan



Climate Action Plan

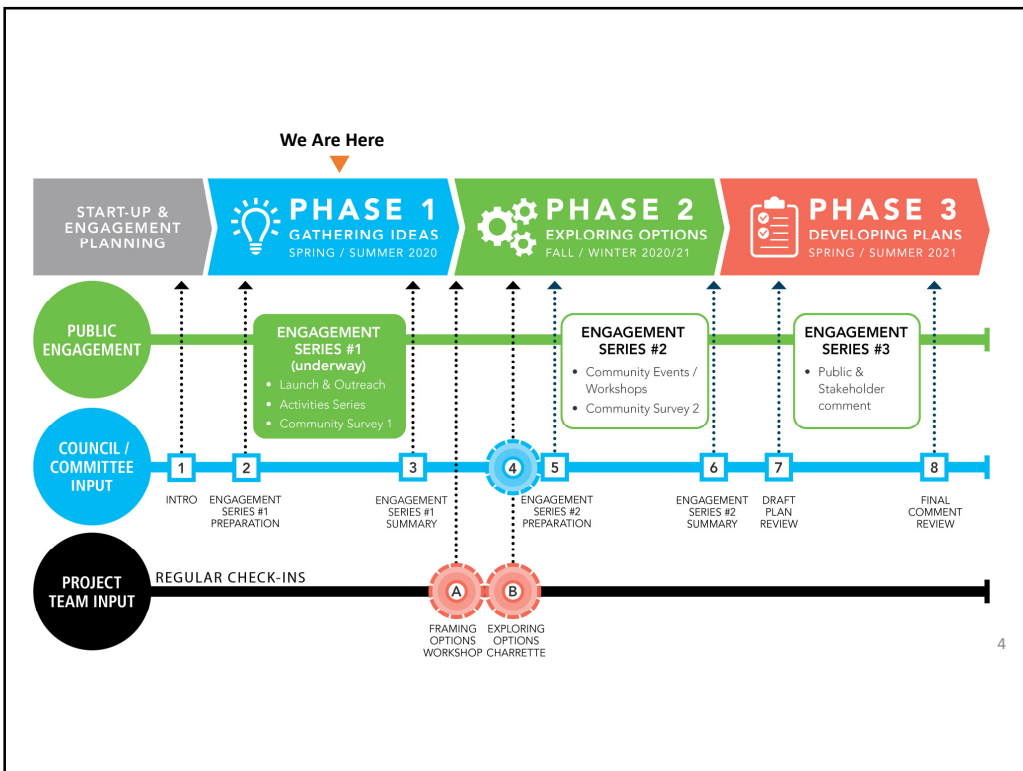


Economic Development Plan



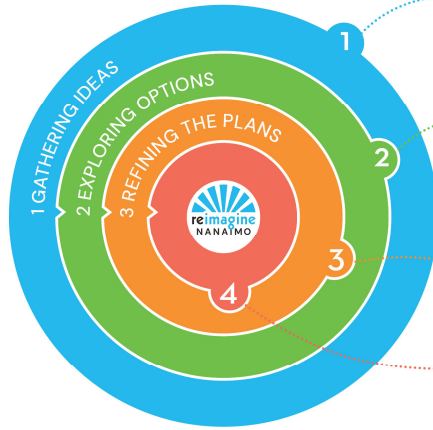
Water Supply Strategic Plan

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# THE PROCESS

A JOURNEY FROM BIG IDEAS TO FOCUSED DIRECTION



**"THE WHAT" WE ARE HERE**

- ▶ 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 its 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; Active Transportation; Climate Action; Economic Development; and Water Supply
- ▶ Review together
- ▶ Adopt and implement

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## What Will Make Us Successful in our Planning?

**• A Clear Path Forward**

- Choices we make today will impact our future. Our plans must reflect all our voices and be understood by everyone.

**• An Understanding of Priorities**

- We want to identify priorities to allow us to focus in on the BIG MOVES that are important for us as a community to achieve.



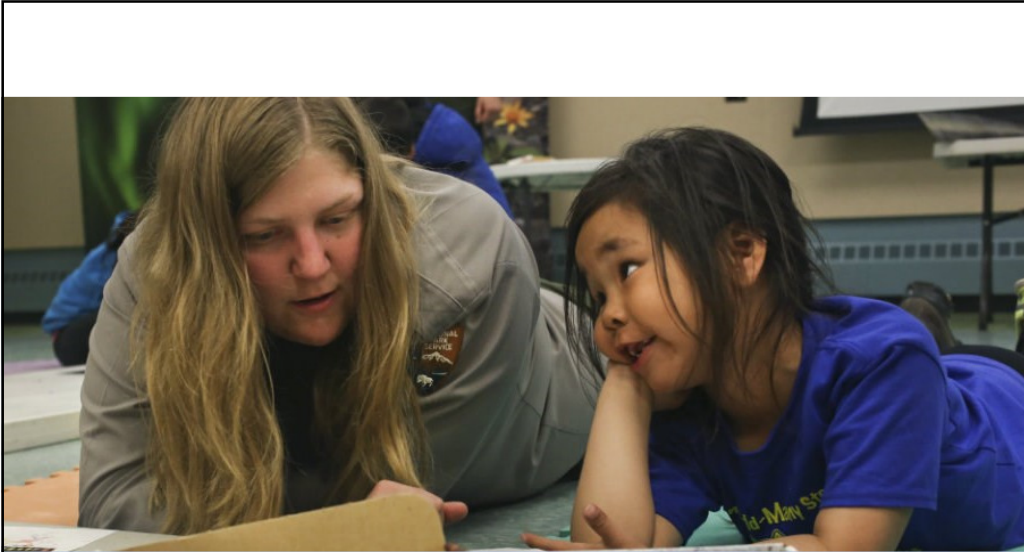
**• Realistic & Measurable Directions**

- Our vision will be achieved step by step, so we need to work together to help measure progress and stay on course!

**• An Involved Community**

- Creating a collective community vision requires a unified effort to make our desires become reality. Let's do this together.

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Everyone has a voice in planning our city.

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“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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## Project Webpage: [getinvolvednanaimo](https://getinvolvednanaimo.ca)

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- Project details
- Background
- New content added regularly
- How to be involved
- Interactive Tools – Polls, Mapping, Questions, Stories

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# Social Media – Like and Share!



## Facebook



## Twitter



## Instagram




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# Print Outreach – Being Visible Items to Give Out




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## Print Outreach – Being Visible Items to Be Seen Around Town




**Vehicle Magnets**



**Window & Door Decals**



**Truck Signs**



4' x 8' vinyl sign

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## Print Outreach – Being Visible Items to Be Used at Activities



**Banners & Flags**



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## Input Questionnaires



- Opportunities to provide initial input to the process
- Range of topics addressed
- Two versions:



### Statistically-valid

- Direct mail-out to representative sample of Nanaimo residents
- August – September 2020



### Voluntary

- Open to all
- July – September 2020
- Online or print options
- Choices for both high-level and deeper input

Incentives for participating in either version

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## Stakeholder Outreach – Connecting through existing networks



### Direct outreach to:

- Council Committees
- Development Industry
- Health Organizations
- Recreational Associations
- Community-based Organizations
- Business Organizations
- Local Business
- Educational Institutions
- Cultural Organizations
- Transportation Representatives
- + more

### Invitation to:

- Participate in the Process
- Join Online Meetings / Workshops
- Opportunities to Meet with City Staff

### Our Ask:

- Raise awareness
- Encourage others to be involved
- Participate in meetings and activities
- Help us break down barriers

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## Community Leaders Kit – Supporting conversations



**What's in it?**


- Small Posters
- Project Backgrounders
- Hard Copies of the Input Questionnaires
- Engagement Activity Schedule
- Kids Activity Booklet
- FAQs Document
- Project Cards
- Project Stickers

**Distribution**

- Pick one up at City Offices
- By mail upon request
- By email upon request

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## REIMAGINE Topic of the Week – Focusing in on key areas



Week	Topic
1	How We Stay Green – our environment
2	How We Live – our housing
3	How We Care – inclusivity & accessibility
4	How We Work – our economy & jobs
5	How We Move – our transportation
6	How We Have Fun – our parks, recreation & culture
7	How We Adapt – climate change & resilience

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## Backgrounders – Introducing key topics



- Brief backgrounders about key topics in Nanaimo today
- Highlights trends, changes, issues, and opportunities
- Starting point for discussions
- Weekly promotion

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## Videos – Making information accessible



- Background about key topics
- Presented by a member of Mayor and Council
- Encourage people to learn more and stay involved

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## Online Workshops – Bringing people together in conversation



- Online, interactive workshops
- Final dates and times TBD
- Open to anyone wanting to participate
- Target size 8-30 people (breakout format for more than 12 people)
- Participants will be asked to sign-up for meetings

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## Creative Community Contest – REIMAGINING creatively



- Invitation for people to share their inspiration for a future Nanaimo – their own way
- All ages and interests
- Through Phase 1 engagement
- Prizes available

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## Kids Activity Book – Engaging our younger residents



- Series of activities for kids ages 7-14
- Opportunity to learn more about planning
- Distributed through SD#68, recreation, other
- Hope to receive completed activities back!

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## Static Stations – Catching people where they are



- “Quick” comment opportunities at strategic locations in the community
- For example, rec centres, City Hall
- Other locations could be explored
- Designed to limit potential shared materials

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**GetInvolvedNanaimo.ca**  
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