



# Introduction for ACAI Committee

**reimagine**  
**NANAIMO**

Our City, Our Voices.

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**reimagine**  
**NANAIMO**

What is  
**REIMAGINE**  
**NANAIMO?**



OCP Update



Parks, Recreation &  
Culture Plan Update



Active  
Transportation Plan



Climate Action Plan

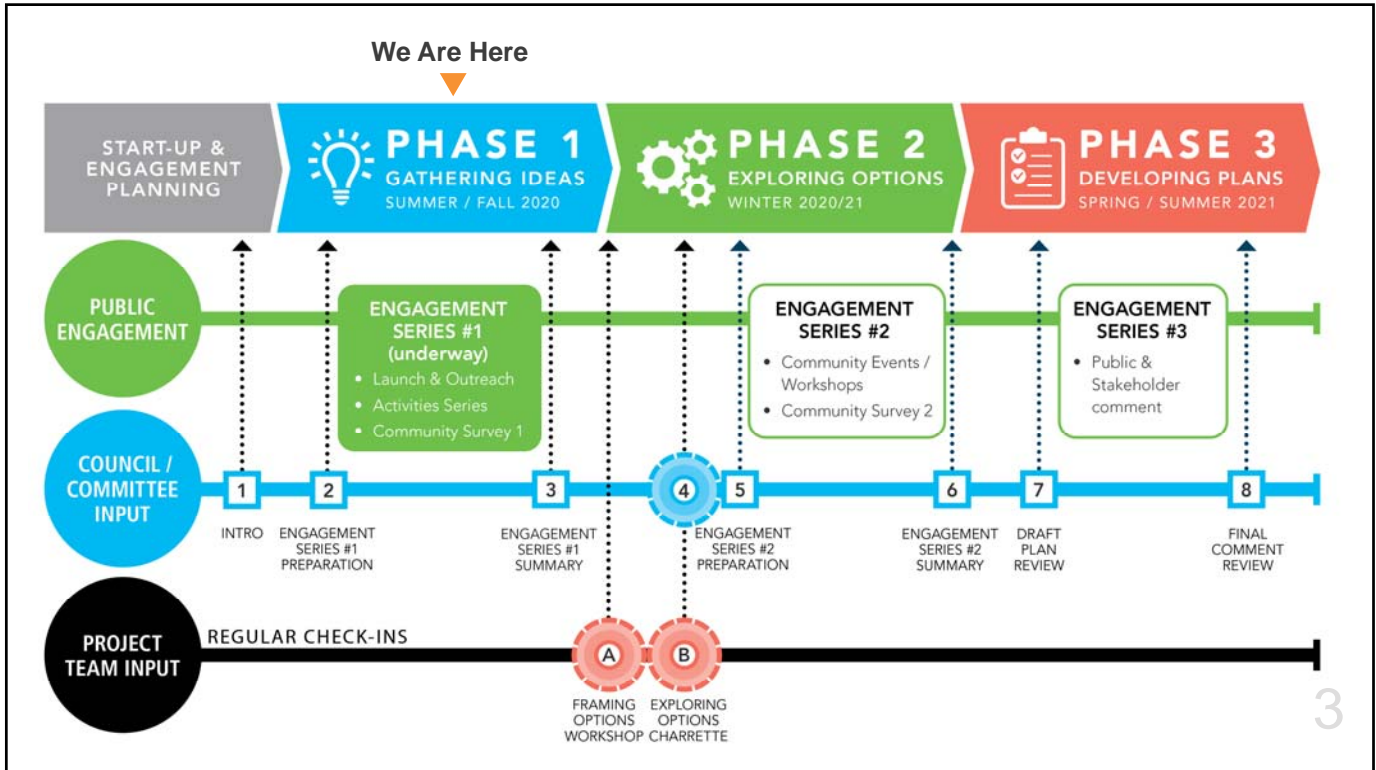


Economic  
Development Plan



Water Supply  
Strategic Plan

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How do we engage while being physically distant?

**Phase 1**  
**Engagement Activities**

**reimagine**  
NANAIMO

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# Project Webpage getinvolvednanaimo.ca



- Project details
- Background
- New content added regularly
- How to be involved
- Interactive Tools – Mapping, Ideas Boards
- Not online?  
Call 250-755-4464

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# Sign up for Project Updates! getinvolvednanaimo.ca



## STAY INFORMED

Subscribe for project updates

Your email address...

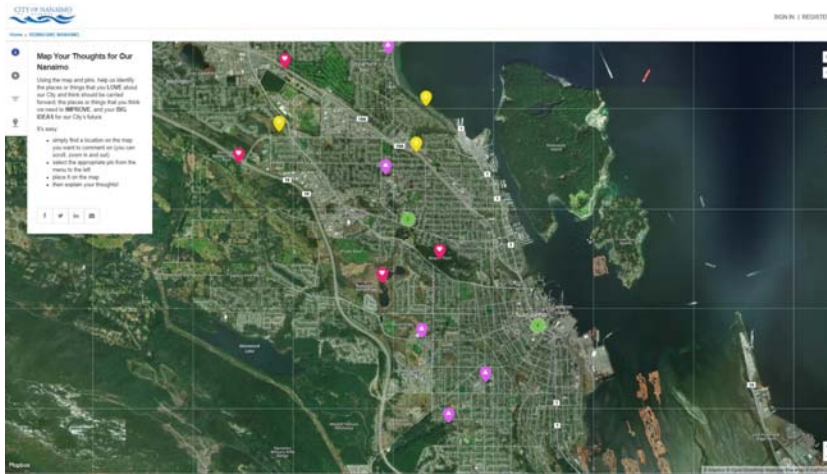
**Subscribe**

- Sign up at [getinvolvednanaimo.ca/reimagine-nanaimo](https://getinvolvednanaimo.ca/reimagine-nanaimo)
- Emails that keep you up-to-date on all new information and activities throughout the process

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# Online Community Mapping

getinvolvednanaimo.ca

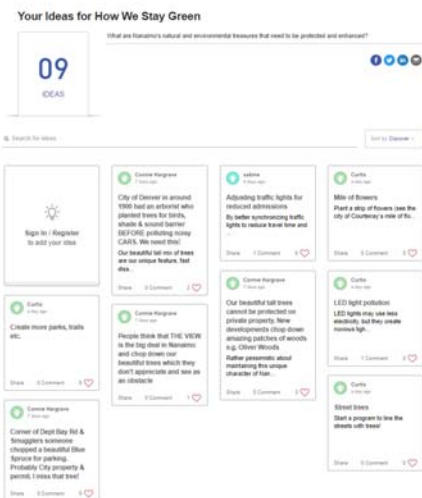


- Building a collective picture of what people:
  - LOVE
  - WANT TO SEE IMPROVED
  - HAVE IDEAS FOR

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# Online Ideas Boards

getinvolvednanaimo.ca



- The online version of the sticky note
- Brainstorming on important questions for our future
- Opportunity to learn from and build on the ideas of others

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# Social Media Like and Share!



## Facebook



## Twitter



## Instagram



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# Input Questionnaires



### Online Ideas Questionnaires

- Open to all
- July – September 2020
- Online or print options
- 1 Main Ideas Questionnaire
- 6 Topic Questionnaires



### Statistically-valid

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

Incentives for participating in all versions

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# REIMAGINE Topic of the Week

## Focusing in on key areas



| Week          | Topic   |
|---------------|---|
| Aug 10-16     | How We Adapt & Stay Green – our environment             |
| Aug 17-23     | How We Connect & Play – our parks, recreation & culture |
| Aug 24-30     | How We Care – inclusivity & accessibility               |
| Aug 31-Sept 6 | How We Work – our economy & jobs                        |
| Sept 7-13     | How We Move – our transportation                        |
| Sept 14-21    | How We Live – our neighbourhoods                        |



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# REIMAGINE Backgrounders

## Introducing key topics



- 2-4 page overviews of key REIMAGINE TOPICS
- Trends, changes, issues, and opportunities
- Starting point for discussions

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## REIMAGINE Video Series

### Making information accessible



- Background about key topics
- Presented by a member of Mayor and Council
- Easy way to learn about the process and why to be involved
- Choose your own adventure!

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## Static Stations & Pop-ups

### Catching people where they are



- Outdoors in local parks throughout August
- "Quick" comment opportunities at strategic locations in the community
- In recreation facilities as they open in fall (September)
- Other locations being explored by City
- Designed to limit shared materials and respect physical distancing

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# Creative Community Contest

## REIMAGINE Creatively!



### "Corny Cornucopia"

"Lettuce" plant more local food and flowers for people, birds, and bees!

How many types of fruits, veggies, and flowers can you spot in this photo?



- Invitation for people to share their inspiration for a future Nanaimo – their own way
- All ages and interests
- Through Phase 1 engagement
- Prize: \$500 Gift Card to one of:
  - Local Electronics Store
  - Local Bike Shop
  - Local Grocery Store

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# Kids Activity Book

## Engaging younger residents



- 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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## Further Outreach

### Reaching the Harder to Engage



- Connecting with audiences who many not engage online
- Reaching out to groups and organizations to discuss how we can connect
- Flexible approach
- Looking for ideas from Community Representatives to help us in this process

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## Community Representatives

- Help spread the word through your networks
- Share a few words at your meetings or events
- Encourage participation in engagement activities online and in the community
- Work with us to remove a barrier to participation – **please contact us**
- Provide input yourself!



# Community Representatives Kit

## Supporting conversations



### What's in it?

- Small Posters
- Project Backgrounders
- Hard Copy of the Input Questionnaires
- Kids Activity Booklet
- FAQs Document
- Project Cards
- Project Stickers / Tattoos
- A cool button

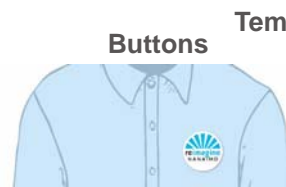
### How Do I Get a Kit?

Contact: [reimagine@nanaimo.ca](mailto:reimagine@nanaimo.ca) to request:

1. A printed package via pick-up at SARC or by mail
2. An e-version (ltd. items)



Stickers



Buttons



Temporary Tattoos

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Creating an inclusive process together

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REIMAGINE NANAIMO  
PHASE 1 ENGAGEMENT Discussion

What are your suggestions for reaching more people in our community?

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REIMAGINE NANAIMO  
FOCUS Discussion

What do you think is Nanaimo's one biggest **OPPORTUNITY** to embrace in the coming years?

What do you think is Nanaimo's one biggest **CHALLENGE** to tackle in the coming years?

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<https://jamboard.google.com/d/1oPg6KW-p9Zpx8LT1grUJcJjr8W1FzQk82ruJ374stbn/edit?usp=sharing>

# STAY IN TOUCH

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Phone: 250-755-4464



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