

CITY OF NANAIMO
THE HARBOUR CITY

REIMAGINE NANAIMO – Phase 1 Engagement Status Update 2020-Oct-05

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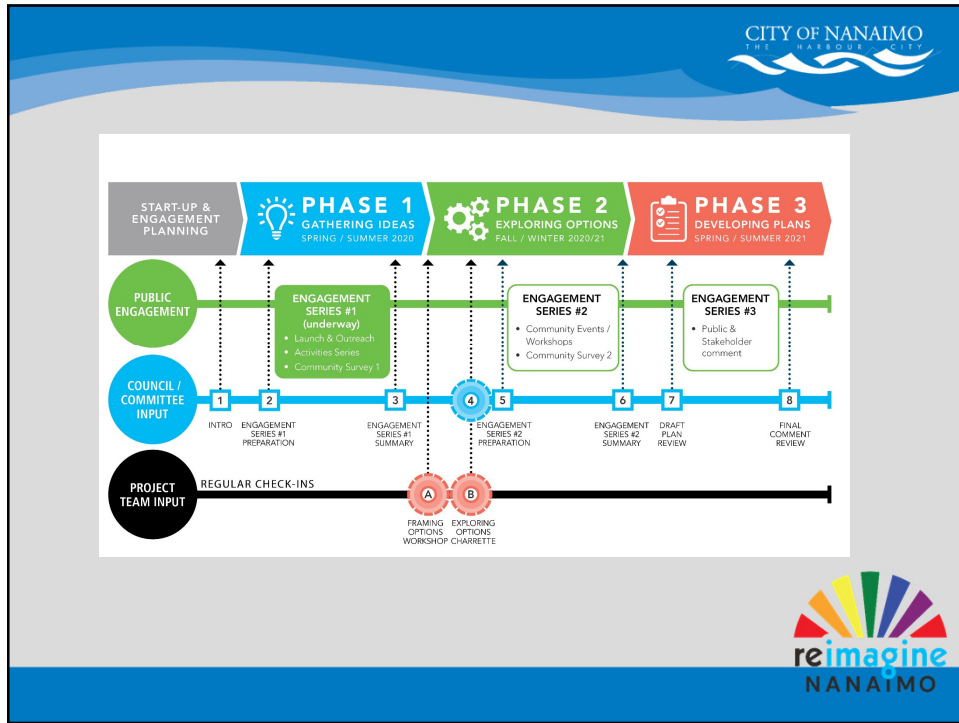
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What is in
REIMAGINE
NANAIMO?

- OCP Update
- Parks, Rec & Culture Plan Update
- Active Transportation Plan
- Climate Action Plan
- Economic Development Plan
- Water Supply Strategic Plan

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Week	Topic
1	Introduction & Welcome
2	How We Stay Green & Adapt - our environment
3	How We Connect & Play - our parks, recreation and culture
4	How We Care - inclusivity & accessibility
5	How We Work - our economy & jobs
6	How We Move - our transportation
7	How We Live - our housing
8	Transition

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Everyone has a voice in planning our city.






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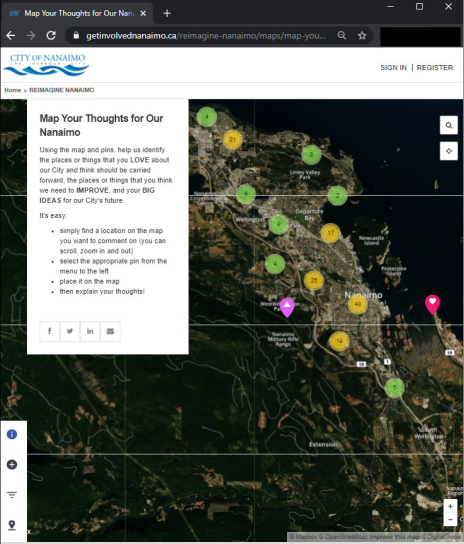
Key Actions: Bang the Table
getinvolvednanaimo.ca/reimagine-nanaimo

Content Posted:

- How to be involved
- Backgrounders
- Survey Questionnaires
- Videos
- Interactive tools - polls, mapping, ideas, stories
- Creative Community Contest
- Kids Activity Book
- New content added regularly








Key Actions: Analytics

getinvolvednanaimo.ca/reimagine-nanaimo

As of 2020-Sep-18:

- Total Visits: 5,200
- Total Registered: 671
- Participated in Surveys: 700
- Stories Submissions: 7
- Ideas Submissions: 44
- Community Map Posts: 167









Key Actions: Social Media Campaign

As of 2020-Sep-18:

- Facebook posts: 37
- Facebook views/Scroll By: 101,729
- Facebook liked/commented: 5,775
- Instagram views: 8 posts with 1,316 views and likes
- Twitter tweets: 37



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Key Actions:
In-Person Public Engagement Pop-up Stations

As of 2020-Sep-18:

- 31 pop-up stations
- Involved over 30 staff across the organization





Reimagine Nanaimo Pop Up Tent
Departure Bay
Fri Aug 28, 1:00pm



Reimagine Nanaimo Pop Up Tent
Linley Valley
Thu Aug 27, 3:00pm



Reimagine Nanaimo Pop Up Tent
Seban Park
Wed Aug 26, 2:00pm



Reimagine Nanaimo Pop Up Tent
Departure Bay
Tue Aug 25, 12:30pm



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Key Actions:
Community Welcome Meetings

- Community Representative Welcome Meetings: 4
- Held on: August 18 and 25
- Total participants: 89
- Opportunity/challenges identified: 88
- Community representative invite extended




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Key Actions:

Community/Stakeholder Outreach

As of 2020-Sep-18:

- Community Representative Interest: 35
- CR Toolkits distributed: 20
- Follow-up sessions (virtual and physical)
- VIU student engagement
- School District #68
- Under-represented groups are a focus



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Community/Stakeholder Outreach Response



NanaimoCDC @NanaimoCDC · Aug 7
Register here to participate in REIMAGINE NANAIMO - an opportunity to create a collective vision and road map for our City over the next 10 years and beyond.

REIMAGINE NANAIMO
Our City, Our Voices. REIMAGINE NANAIMO is our opportunity to create a collective vision and road ma...
@getinvolvednanaimo.ca

Loaves and Fishes @nanaimofoodbank · Aug 31
The City of Nanaimo is looking for community representatives for REIMAGINE NANAIMO. Click the link here if you're interested in signing up to help!

A Call for Community Representatives!
Welcome to a new way for you to stay engaged with the City of Nanaimo and other residents in our ...
@getinvolvednanaimo.ca

VIU MCP @viu_mcp · Sep 17
What's your favourite place in Nanaimo? #reimagineNanaimo

What's your favourite place in Nanaimo?
#reimagineNanaimo

Nanaimo Homeless Coalition
Page · 210 likes · this · Community Service

Aug 17 · 📍 REIMAGINE NANAIMO is our opportunity to create a collective vision and road map for our future City. Have your voice heard and improve your community. Share your ideas for improving social equity, inclusivity, and accessibility at: <https://www.getinvolvednanaimo.ca/reimagine...>

Nanaimo Museum
2202 likes this · Community Museum

Step 1 - 📍 ...for Nanaimo's future-& needs you! REIMAGINE NANAIMO is an integrated process that will support the creation of several guiding plans through one streamlined engagement process. They want to know what matters most to the community & use these insights to plan, strategize & act. Now is the time to...

United Way CNVI @UWCVN · Aug 18
What will Nanaimo look like in 20 years? The @cityofnanaimo wants to hear your ideas for improving social equity, inclusivity, & accessibility and ideas for our neighbourhoods today & tomorrow! Learn about Reimagine Nanaimo & take the questionnaire: [ow.ly/hpQ508274e](https://www.getinvolvednanaimo.ca)



School District 68 (Nanaimo-Ladysmith) @sd68bc · Jul 15
@cityofnanaimo looking for input from young people about their community as part of Reimagine #Nanaimo. Students can share their thoughts about what they want their neighbourhood & city to look like in the future. [sd68.bc.ca/wp-content/upi...](https://www.sd68.bc.ca/wp-content/upi...)



2020 Nanaimo Community Survey

Please take a few minutes to share your thoughts on our City, the programs and services offered here, and what is important for our shared future. Your input will help guide important decisions for future planning and spending. Please note all respondents are guaranteed complete anonymity.

Please return your survey in the enclosed postage-paid envelope by October 30, 2020. Thank you for your help!

Key Actions:

Statistically Valid Survey

- Surveys mailed out: 2,000
- Survey returned deadline: 2020-Oct-30
- Returned survey target is 500
- Prize offered for survey completion

Please note: Responses to survey and questionnaires may be impacted by election-related mail outs and communications regarding the BC General Election being held on 2020-Oct-24.

Living in Nanaimo

1. How would you rate your current quality of life in Nanaimo?
Very Poor Poor Neutral Good Very Good

2. Overall, do you feel quality of life in Nanaimo has improved or worsened in the last 10 years?
Improved → Why? _____
Stayed about the same → Why? _____
Worsened → Why? _____

3. Identifying our strengths gives us building blocks for continued improvement. Looking at the list below, which things do you LOVE MOST about Nanaimo today? (ONLY CHECK UP TO 5)

Affordable housing	<input type="checkbox"/>	Proud history and heritage	<input type="checkbox"/>
Beautiful waterfront	<input type="checkbox"/>	Quality education opportunities	<input type="checkbox"/>
Vibrant downtown	<input type="checkbox"/>	Clean, green, and sustainable city	<input type="checkbox"/>
Sense of community	<input type="checkbox"/>	Creative and cultural opportunities	<input type="checkbox"/>
Diverse job opportunities	<input type="checkbox"/>	Access to nature, parks, and open spaces	<input type="checkbox"/>
Neighbourhood character	<input type="checkbox"/>	Diverse recreation programs and services	<input type="checkbox"/>
	<input type="checkbox"/>	Easy to get around using a range of transportation options	<input type="checkbox"/>
	<input type="checkbox"/>	Fun community events and celebrations (outside COVID-19 restrictions)	<input type="checkbox"/>
	<input type="checkbox"/>	Vancouver Island's central "hub" that is well-connected to other communities	<input type="checkbox"/>
	<input type="checkbox"/>	Other-Please specify _____	<input type="checkbox"/>

How We Connect & Play-Parks, Rec. & Culture

6. How satisfied are you with the NUMBER of public recreation and culture facilities in Nanaimo?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Affordable space for arts & culture tenants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aquatic centres & swimming pools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts learning & workshop spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auditoriums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinemas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness centres & gyms/clinics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heritage sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nanaimo archives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor venues for live events & festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance spaces-large (theatres)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance spaces-small/intimate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Production studios & rehearsal spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Number of recreation/culture facilities in your neighbourhood area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Calling all creatives!

We're going to REIMAGINE NANAIMO our way!

COMING SOON

PRIZES!

ReIMAGINE NANAIMO
Creative Community Contest

watch getinvolvednanaimo.ca for announcements

Key Actions:

Creative Community Contest

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

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Key Actions: Promotion Materials Distributed






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Key Actions: Traditional Advertising

- Newspaper Ads (News Bulletin) – 8 weeks (July 22 – September 9)





- Nanaimo News Bulletin article – July 29



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Key Actions: Traditional Advertising



THE WOLF 106.9 FM
Nanaimo's Rock Station

- Radio Ads (The Wave/The Wolf):
Mid-September to mid-October - 48 spots total

Radio Spots:

- (15 Second) 
- (30 Second) 



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Coverage

TIMES COLONIST

Nanaimo asks residents to consider 20-year plan for community's future

Carla Wilson / Times Colonist
JULY 22, 2020 9:00 AM



Photograph by GOOGLE STREET VIEW

The City of Nanaimo is asking citizens to look ahead 20 years and imagine what they want to see in their community. "We want to involve as many people as possible in planning for our city's future," Coun. Ben Geselbracht said Tuesday. Individuals, organizations and institutions are invited to participate — and to encourage others to take part — in the Reimagine Nanaimo project.

Feedback will help the city revise long-term plans for parks, economic development, climate action, transportation, water supplies and more. The city's official community plan will also be updated.

"This type of planning process occurs once in a decade and is a chance for us to start from big ideas then move through a more focused discussion to understand the options and actions that will help us achieve our goals and create a future Nanaimo that we're all proud to call home," said Mayor Leonard Krog.

The first stage of the Reimagine Nanaimo program runs until September.

The city plans to connect with citizens through questionnaires, videos, social media, weekly discussions, activities for kids, online workshops and a contest with prizes.

The project's second phase will run through this winter into 2021. The plan is to develop options for how the community can reach its shared goals.

Phase three is expected next spring, when the various plans will be updated with actions to make them happen.

More information can be found at reimagine.nanaimo.ca.

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Nanaimo Bulletin @NanaimoBulletin · Jul 21
City of #Nanaimo surveying residents to inform long-term planning



City of Nanaimo surveying residents to inform long-term planning - Na...
City starts 'Reimagine Nanaimo' process tied to official community plan review
nanaimobulletin.com

CivicInfo News Feed @BCHeadlines · Jul 22
#Nanaimo - City of Nanaimo surveying residents to inform long-term planning



City of Nanaimo surveying residents to inform long-term planning - Na...
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nanaimobulletin.com

