


CITY OF NANAIMO  
THE HARBOUR CITY

# REIMAGINE NANAIMO – Phase 1 Engagement Status Update 2020-Oct-26



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## KEY Updates since Oct 5

**GetInvolved**

- Online survey extended to Nov. 30
- Registration no longer required



**Public Engagement Report Timing Change:**

- Jan 2021 Report on Phase 1 Public Engagement due to extended engagement deadlines

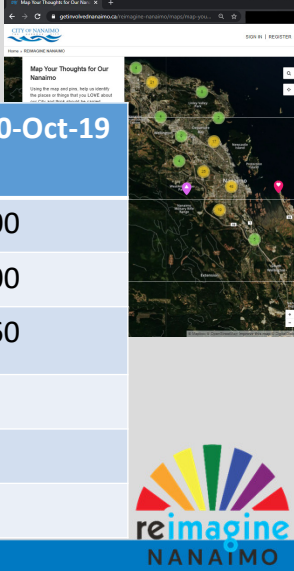


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### Analytics

[getinvolvednanaimo.ca/reimagine-nanaimo](http://getinvolvednanaimo.ca/reimagine-nanaimo)




Metric	2020-Sep-18	2020-Oct-19
Total Visits	5,200	8,100
Total Registered	671	1,100
Participated in Surveys	700	1,060
Stories Submissions	7	7
Ideas Submissions	44	56
Community Map Posts	167	170



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### Social Media Campaign

Metric	2020-Sep-18	2020-Oct-19
Facebook posts	37	56
Facebook views/Scroll by	101,729	174,482
Facebook liked/commented	5,775	9,011
Instagram views	8 posts with 1,316 views and likes	10 posts, with 2,428 views and likes, and 33 Instagram stories
Twitter tweets	37	46

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### Shopping Centre Pop-ups

- Woodgrove (Oct 17) and Country Club (Oct 18)
- North Town Centre (Oct 24) and University Village (Oct 25)
- Additional pop-ups planned for November – Stay Tuned

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### Shopping Centre Pop-ups – Woodgrove October 17

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**Community/Stakeholder Outreach:**

As of 2020-Oct-19:

- Follow-up meetings (virtual and physical) taking place for various stakeholder groups (e.g. neighbourhood groups, social groups, culture groups, parks and recreation user groups, business groups, environment groups, transportation groups).
- VIU student engagement
- School District #68
- Focus on under-represented groups

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## Statistically Valid Survey

**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!**

**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!

<input type="checkbox"/> 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"/> Easy to get around using a range of transportation options	<input type="checkbox"/> Fun community events and celebrations (outside COVID-19 restrictions)
<input type="checkbox"/> Vancouver Island's central "hub" that is well-connected to other communities	<input type="checkbox"/> Other: Please specify _____

**How We Connect & Play—Parks, Rec. & Culture facilities in Nanaimo?**

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
<input type="checkbox"/> Affordable space for arts & culture lessons	<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"/> Ice rinks	<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"/> Ballfields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Courts	<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/spas	<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"/> 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/medium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Proleisure facilities & recreational 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"/>

- Surveys mailed out: 2,000
- Return deadline: 2020-Oct-30
- Returned survey target is 500
- Prizes 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.

Calling all creatives!

We're going to REIMAGINE NANAIMO our way!

COMING SOON | PRIZES!

ReIMAGINE NANAIMO

Creative Community Contest

watch [getinvolvednanaimo.ca](http://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



## Traditional Advertising



### Extension of

- Newspaper Ads
- Radio
- Digital Ads

