

CITY OF NANAIMO
THE HARBOUR CITY

REIMAGINE NANAIMO – Phase 1 Engagement Status Update 2020-NOV-09

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What is in
REIMAGINE
NANAIMO?



OCP Update



Parks, Rec &
Culture Plan
Update



Active
Transportation
Plan



Climate Action
Plan



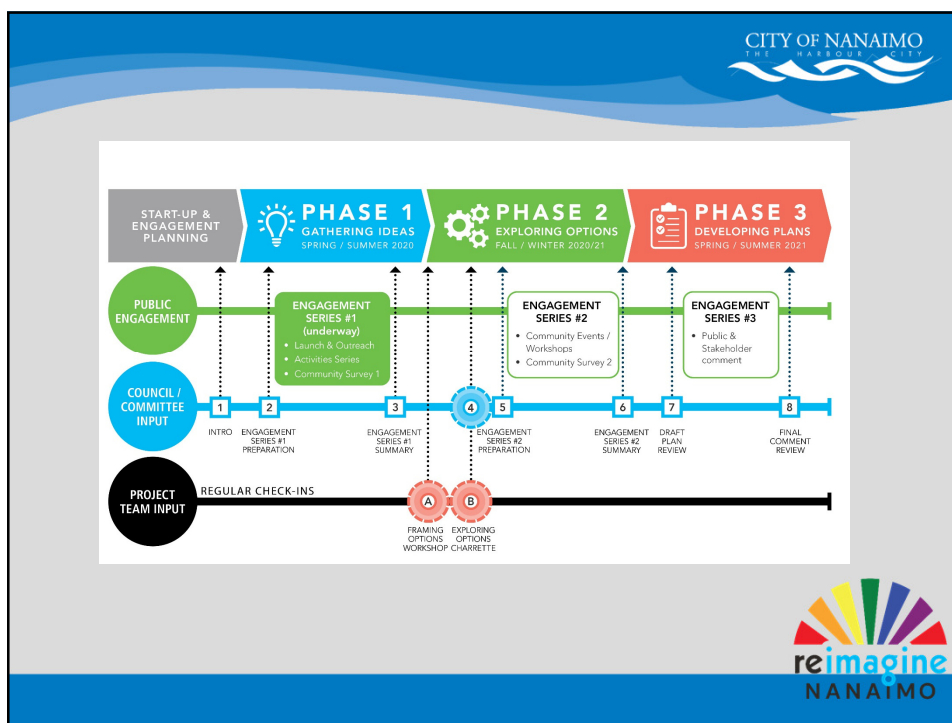
Economic
Development
Plan



Water Supply
Strategic Plan

2

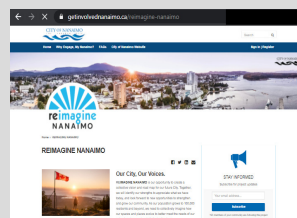
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KEY Updates since Oct 26

Stakeholder Engagements

- Meetings with 9 neighbourhood associations, and numerous user groups/organizations have taken place



Vancouver Island University Partnership:

- New partnership with VIU Community Engagement
- Two streams of outreach through Community Planning students & general student body



Community Planning, Parks Recreation and Culture, Transportation, Environment, and Economic Development are currently organizing outreach sessions with local interest groups. Currently, invites for follow up meetings have been sent out to approximately 177 groups.

[illegible]

getinvolvednanaimo.ca/reimagine-nanaimo


Metric	2020-Sep-18	2020-Oct-19	2020-Oct-29
Total Visits	5,200	8,100	9,500
Total Registered	671	1,100	1,100
Participated in Surveys	700	1,060	1,321
Stories Submissions	7	7	8
Ideas Contributors	44	56	57
Community Map Posts	167	170	190



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Social Media Campaign



Metric	2020-Sep-18	2020-Oct-19	2020-Oct-28
Facebook posts	37	56	61
Facebook views/Scroll by	101,729	174,482	186,900
Facebook liked/commented	5,775	9,011	9,948
Instagram views	8 posts with 1,316 views and likes	10 posts, with 2,428 views and likes, and 33 Instagram stories	11 posts with 3,806 views and likes
Twitter tweets	37	46	53




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Shopping Centre Pop-ups

- Four mall pop-ups complete
- Additional Noon – 4:00 p.m. pop-ups planned for November 7, 14, 21, 28 – with focus on commercial areas of City not already popped (e.g. Northbrook, Port Place, and South Gate).




Shopping Centre Pop-ups – North Town Centre Oct 24th




Shopping Centre Pop-ups – University Village Oct 25th





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** about Nanaimo today? (ONLY CHECK UP TO 5)

<input type="checkbox"/> Affordable housing	<input type="checkbox"/> Great 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


4. How satisfied are you with the **SURFACE** of public recreation and culture facilities in Nanaimo?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Available space for arts & culture activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public centres & meeting space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public libraries	<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"/>
Recreation centres	<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 & gymnasiums	<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 artwalk	<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 (theatre)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performance spaces—small/multi-use	<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"/>


- 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.






Creative Community Contest



Drawing Credit: Vada Beauregard

- 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



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Our City. Our Voices.

What kind of city will Nanaimo be in 20+ years?

REIMAGINE NANAIMO is our opportunity to create a common road map for positive change and our City's future.

Not sure the best way to get involved?
Need a printed copy of a questionnaire?
Have a general question?

Call us and we'd be happy to help!

 reimagine@nanaimo.ca

 getinvolvednanaimo.ca

 250-755-4464



Extension of

- Newspaper Ads
- Radio
- Digital Ads

