

CITY OF NANAIMO
THE HARBOUR CITY

REIMAGINE NANAIMO – Phase 1 Engagement Status Update 2020-DEC-14

reimagine
NANAIMO

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What is in
REIMAGINE
NANAIMO?



OCP Update



Parks, Rec &
Culture Plan
Update



Active
Transportation
Plan



Climate Action
Plan



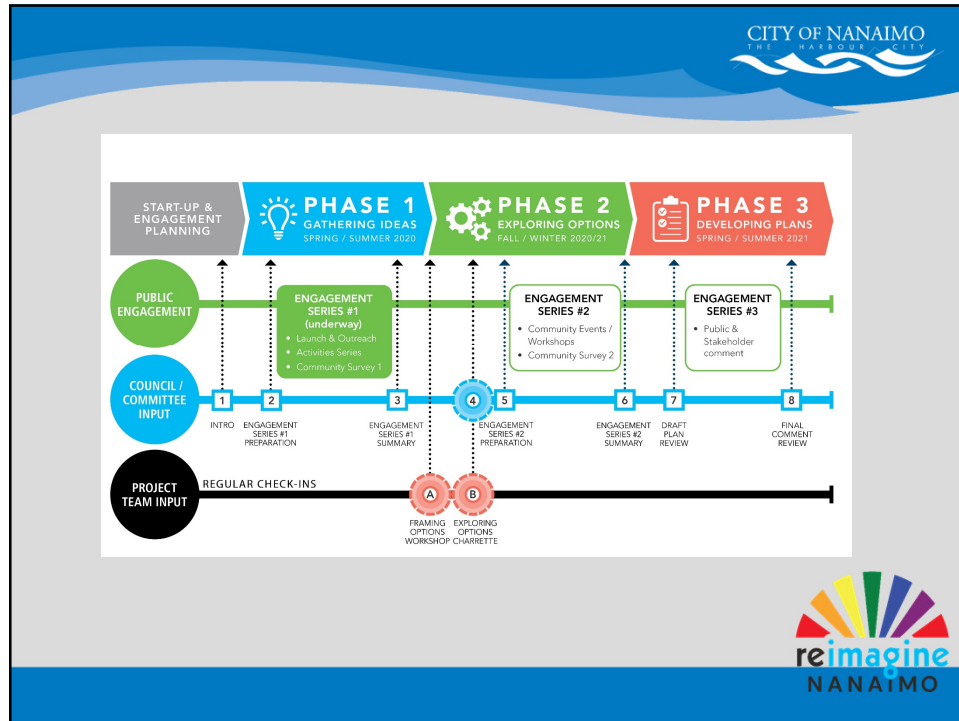
Economic
Development
Plan



Water Supply
Strategic Plan

2

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KEY Updates since Nov 23

- SD68 Classroom Engagement
- VIU Engagement Blitz
- Phase 1 Closed, Analysis Underway
- Wrapping Up Stakeholder Meetings
- Infographic Reports (Land Inventory + Demographics)

reimagine NANAIMO
Our City, Our Voices.

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

REIMAGINE NANAIMO is our once-a-decade opportunity to create a collective vision and road map for our City's future. As our population grows to 140,000 and beyond in the next 25+ years, we need voices from across the community to imagine how we evolve and grow to better meet the needs of all.


ONLINE AT: getinvolvednanaimo.ca


STATUS: 1st round of engagement ends on November 23, 2nd and 3rd rounds to be completed in 2021

KEY WAYS TO PARTICIPATE TODAY!

- IDEAS QUESTIONNAIRE
- CREATIVE SKETCHING CONTEST
- OPEN LINE NOVEMBER 30
- GREAT PRIZES!

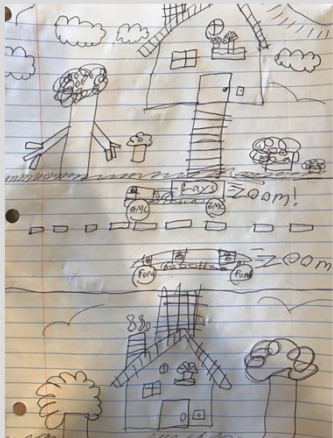
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Analytics for Reimagine Nanaimo Website						
Metric	2020-Sep-18	2020-Oct-19	2020-Oct-29	2020-Nov-09	2020-Nov-23	2020-Nov-30
Total Visits	5,200	8,100	9,500	11,700	13,000	14,700
Total Registered	671	1,100	1,100	1,100	1,100	1,100
Participated in Surveys	700	1,060	1,321	1,833	2,189	2,666
Stories Submissions	7	7	8	9	11	20
Ideas Contributors	44	56	57	59	63	67
Community Map Posts	167	170	190	213	241	303

					
Social Media Campaign					
Metric	2020-Sep-18	2020-Oct-19	2020-Oct-28	2020-Nov-09	2020-Nov-30
Facebook posts	37	56	61	67	78
Facebook views/Scroll by	101,729	174,482	186,900	202,768	220,604
Facebook liked/commented	5,775	9,011	9,948	11,200	11,591
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	12 posts with 5,059 views and likes and 42 Instagram stories	16 posts with 8,920 views and likes and 54 Instagram stories
Twitter tweets	37	46	53	56	65

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Creative Community Contest!



Drawing by Everett Szigety

~35 Entries

From a diverse
range of ages
& artists!



Painting by Yetta/Connie Paul

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Next Steps to Phase Two:

- Existing Conditions / Policy Analysis (ongoing)
- Phase 1 Engagement Summary (Jan/Feb 2021)
- Council Workshop (Spring 2021)

Hay ch q'a/Thank you

