

CITY OF NANAIMO
THE HARBOUR CITY

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

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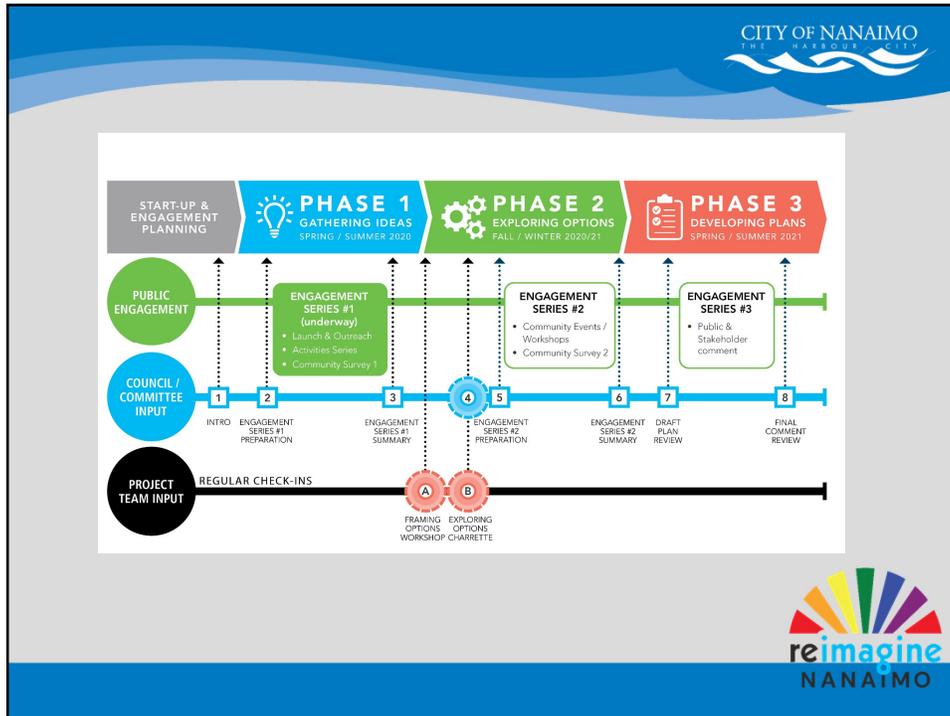
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What is in
REIMAGINE
NANAIMO?

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

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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)


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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

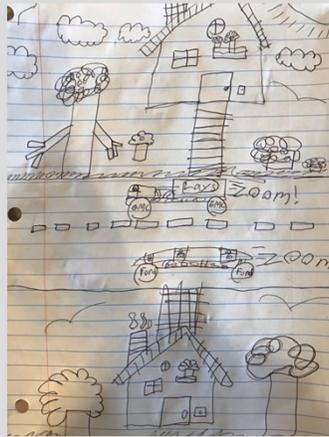

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Social Media Campaign

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



Creative Community Contest!



Drawing by Everett Szigety

~35 Entries

From a diverse range of ages & artists!



Painting by Yetta/Connie Paul



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