



## PHASE 2 ENGAGEMENT SUMMARY

2021-NOV-22

**reimagine NANAIMO**

### Project Overview

**WE ARE HERE!**

<b>PHASE 1</b> GATHERING IDEAS SUMMER - WINTER 2020	<b>PHASE 2</b> EXPLORING OPTIONS SPRING - FALL 2021	<b>PHASE 3</b> DEVELOPING PLANS FALL - WINTER 2021/2022
Phase 1 was about sharing information and listening to the community's ideas for Nanaimo's future.	Phase 2 is focused on identifying and evaluating different options for how our community can achieve its shared vision and goals.	Phase 3 will develop preferred directions into plans, policies, and actions that will guide Nanaimo's future.

Public feedback closed on September 23

# AGENDA

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Phase 2 Engagement Purpose



Phase 2 Engagement Overview



Key Learnings



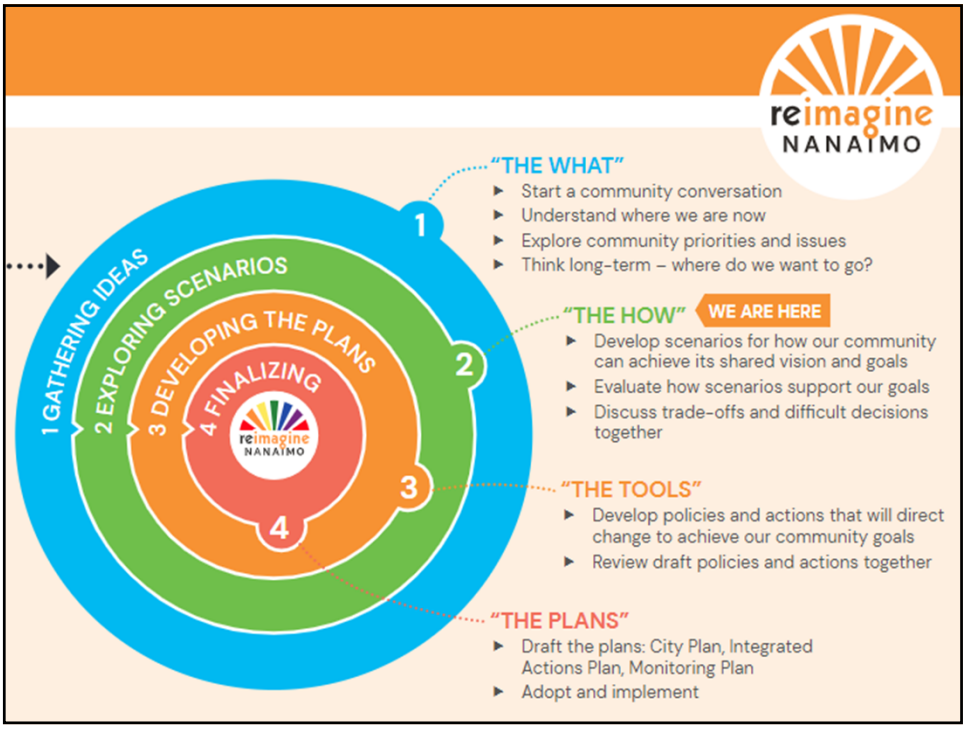
Next Steps

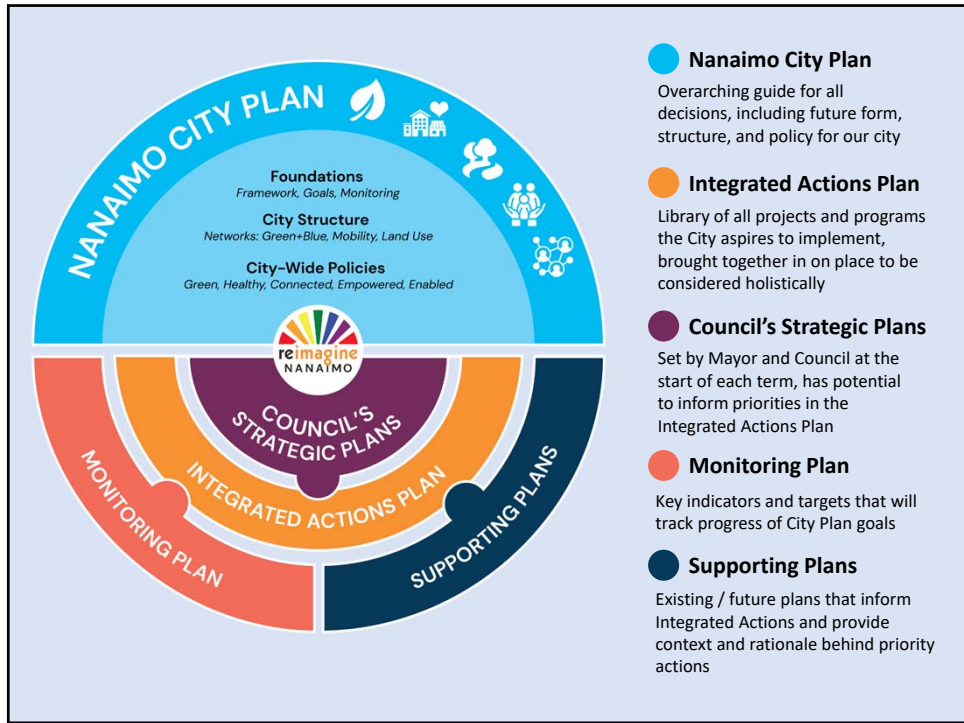


## Phase 2 Engagement Purpose

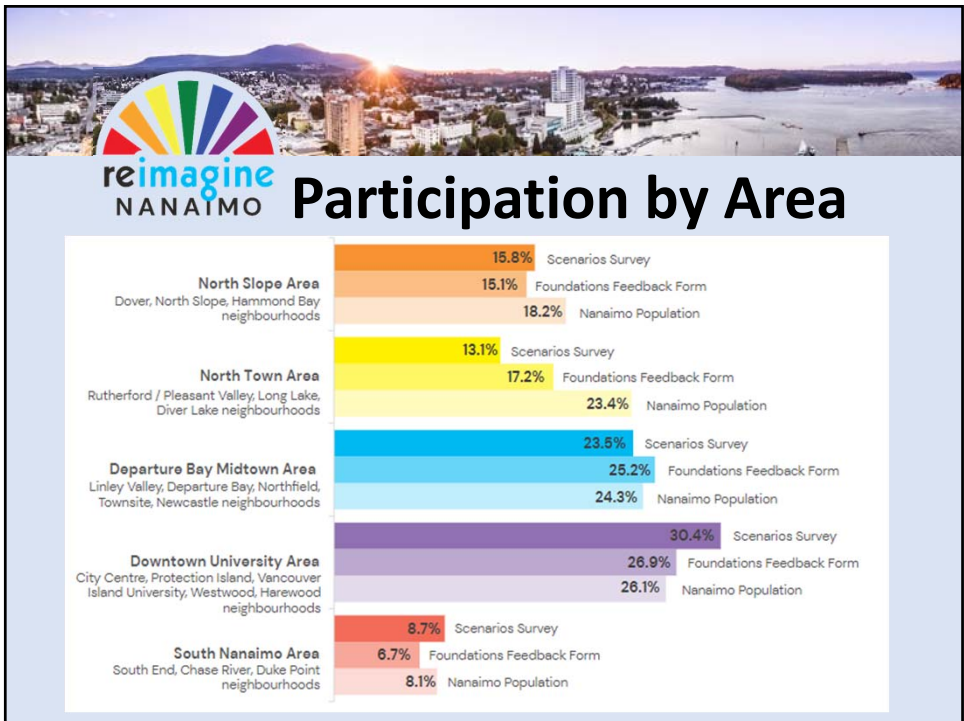
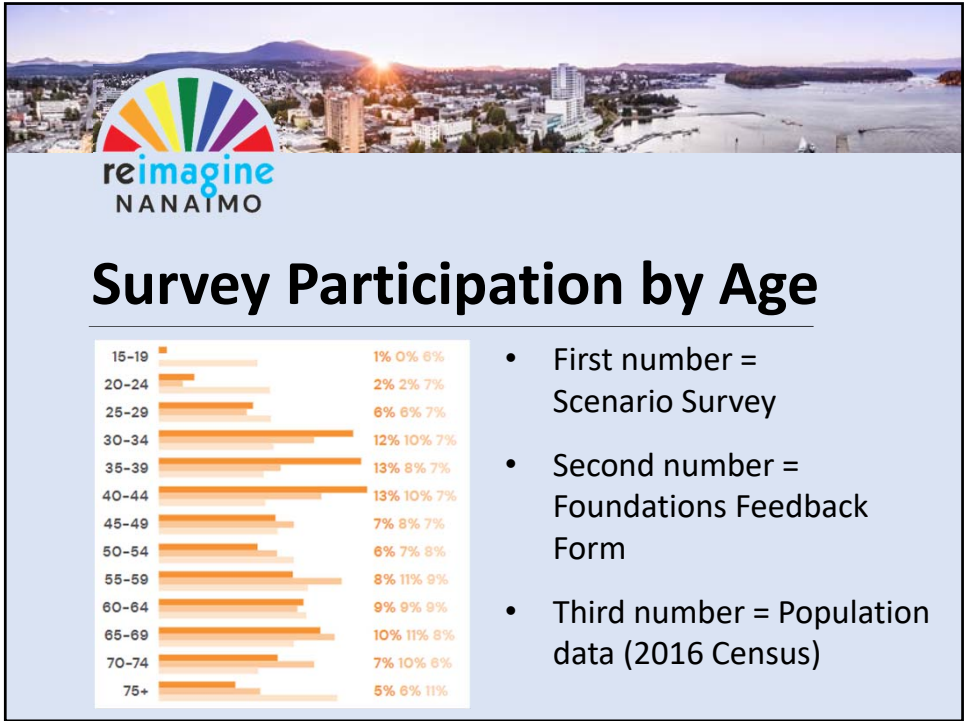
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- Moving from **BIG IDEAS** to **Focused Direction...**
- The process started by broadly considering where the City is today and inviting public input and ideas about where to go in the future.
- The process becomes more **specific** and **detailed** as it proceeds and plans are developed and refined.














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# Ways We Reached Out

- Get Involved Site
- Workshops and Meetings
- Pop-up Booths
- Surveys
- Social Media
- E-blast
- Media Releases
- Blog Posts
- Newspaper Ads
- Art Kits
- Radio Ads
- Golden Bucket Contest
- Bus Ads
- Community Spirit Teams
- Banners and Decals
- Static Station at Vaccine Site




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# How We Heard Back




Foundations Feedback Form

**476**



Scenarios Survey

**1,537**



Virtual Scenarios Workshops


**248**  
Participants



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## Ways We Heard Back

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Community Pop-ups



+

Youth Art Kits



+

Youth Workshops & Chats



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## 938 Art Kits Returned!

BEBAN PARK



CITY SERVICES AND  
RESOURCES CENTRE



VANCOUVER ISLAND  
CONFERENCE CENTRE



*Top Themes: Pride and LGBTQ2. Protecting the environment. Kindness and acceptance. Reconciliation. Inclusivity and accessibility for all. Sports, activities, celebration, and events.*






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-  Phase 2 Engagement Purpose
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-  **Key Learnings**
-  Next Steps



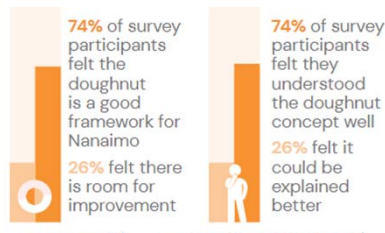
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## Key Learnings - Foundations

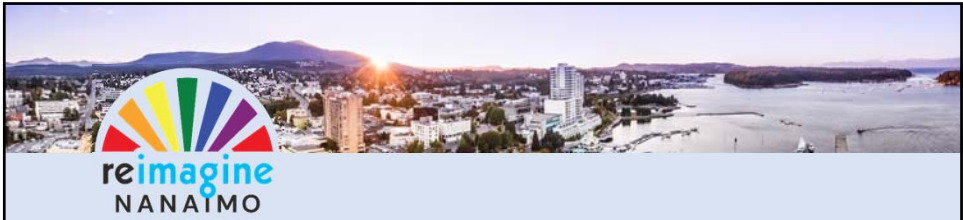
**THOUGHTS ON THE NANAIMO DOUGHNUT**



Category	Very well / quite well	Room for improvement / not well
Framework for Nanaimo	74%	26%
Understanding concept	74%	26%

■ very well / quite well   
 ■ room for improvement / not well

The majority of feedback form respondents understood the Nanaimo Doughnut and thought it was either “quite good” or “very good” as a foundation for City Plan



## Key Learnings - Foundations

- A Green Nanaimo had the most support with 82%
- Enabled Nanaimo had the least support with 73%

**FIVE DRAFT GOALS**  
How well do the draft goals reflect what is important for Nanaimo's future?

very well / quite well | room for improvement / not well

Goal	Very well / quite well	Room for improvement / not well
A GREEN NANAIMO: RESILIENT & REGENERATIVE ECOSYSTEMS	82%	18%
A HEALTHY NANAIMO: COMMUNITY WELLBEING & LIVABILITY	80%	20%
A CONNECTED NANAIMO: EQUITABLE ACCESS & MOBILITY	79%	21%
AN EMPOWERED NANAIMO: DIVERSITY, CULTURE, RECONCILIATION & SOCIAL INTEGRITY	76%	24%
AN ENABLED NANAIMO: ECONOMIC PROSPERITY & RESILIENCY	73%	27%



## Key Learnings - Foundations

7 out of 10 supported the indicators attached to each of the five goals, with many providing comments on how to further improve

**DRAFT INDICATORS**  
How well will the draft indicators help us monitor progress?

Indicator	Support	Comments
Green leaf icon	73%	27%
Community icon	71%	29%
Connected icon	73%	27%
Empowered icon	71%	29%
Enabled icon	72%	28%



## Key Learnings - Scenarios

### PARTICIPANTS' PRIORITY CONSIDERATIONS FOR PLANNING FOR GROWTH

- Protecting Open Space
- Housing Affordability
- Walk, Bike & Transit Supportive Neighbourhoods
- Living Close to Parks



## Key Learnings - Scenarios

Participants were asked to identify their top 5 priorities to consider when planning for growth. These priorities will help inform choices and trade-offs when considering growth scenarios.

Priority	Percentage
Protecting Open Space	15.3%
Housing Affordability	15.1%
Walk, Bike & Transit Supportive Neighbourhoods	14.0%
Living Close to Parks	11.0%
Supportive Social Services	10.6%
Reduced GHG Emissions	9.9%
Housing Near Daily Needs	9.2%
Financial Resilience	7.1%
Housing Diversity	5.7%
Industrial Lands	2.2%

\*The percentage represents the overall preference of respondents. A person's choice is valued through a weighted score, calculated by the number of picks and the rank assigned where the 1st rank is '5 points' and the 2nd rank is '4 points' etc. The higher participants ranked an option and the more times it was selected, resulted in a higher percentage.



## Key Learnings - Scenarios

**WHAT SCENARIO DO WE IMAGINE FOR OUR FUTURE?**

Participants rated each scenario out of five stars (five being the best). Averages are shown below.

Scenario	Stars	Average Score
SCENARIO 1: CURRENT PATH	3.5 stars	2.73
SCENARIO 2: MOBILITY HUBS	4.2 stars	3.60
SCENARIO 3: CENTRAL FOCUS	4.7 stars	3.86





## Key Learnings - Scenarios

**COMMON THEMES FROM COMMENTS ON SCENARIOS**

**DIRECTIONS PARTICIPANTS TYPICALLY FAVOURED MORE**

- ▶ Opportunities to densify and increase attraction of downtown
- ▶ Having services closer to many residents
- ▶ Building on what we have

**DIRECTIONS PARTICIPANTS TYPICALLY FAVOURED LESS**

- ▶ Patterns that would lead to more outward growth
- ▶ Separated employment areas that would require auto travel
- ▶ Directions that could spread resources too thin (a little everywhere)



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## For more detail...

To view the full engagement summary and sign up for updates, visit <https://www.getinvolvednanaimo.ca/reimagine-Nanaimo>




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-  Phase 2 Engagement Purpose
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## Next Steps

- Phase 2 Engagement Report – November 22, 2021
- Environment Committee – December 1, 2021
- Council Workshop – December 8, 2021
- Accessibility and Inclusion Committee Workshop in December (TBD)
- Public Engagement Launch – January 2022

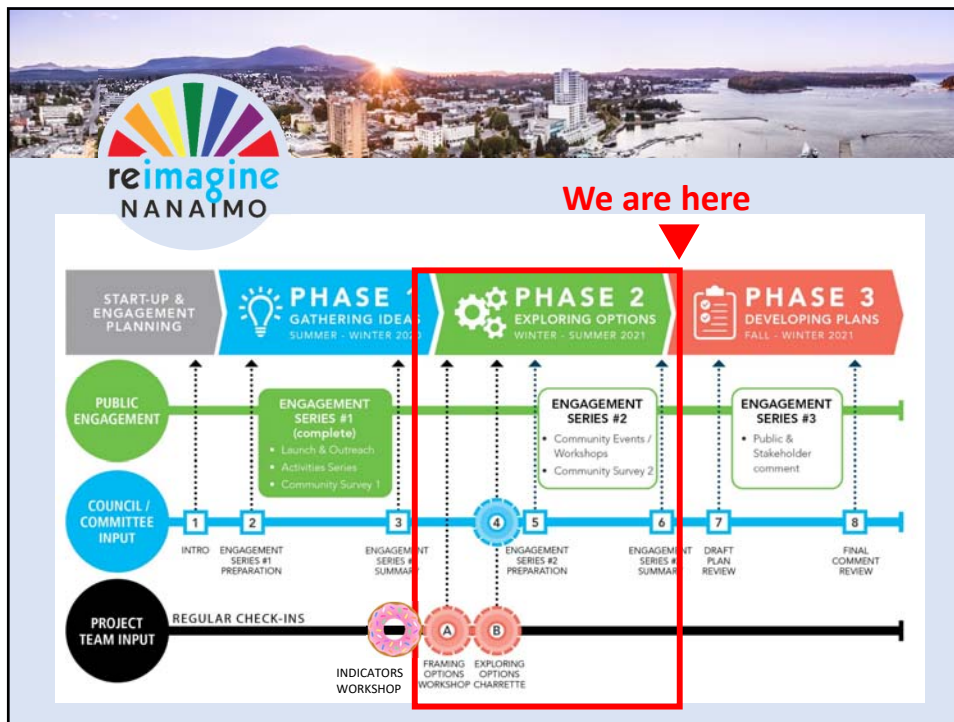


## Project Timeline



The project timeline consists of four sequential milestones, each represented by a colored arrow pointing to a text box:

- Nov 2021** (Yellow arrow): Phase 2 Engagement Summary
- Jan 2022** (Red arrow): Phase 3 Engagement on Draft City Plan
- Mar 2022** (Blue arrow): Final Revisions and Partner Referrals
- April 2022** (Green arrow): Public Hearing, Plan Adoption



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# REIMAGINE

## Steering Committee feedback

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- **Feedback?**
- **Thoughts on next steps?**
- **Other comments?**

