



# PHASE 2 ENGAGEMENT SUMMARY

2021-DEC-03



## Project Overview

**WE ARE HERE!**



**PHASE 1**  
GATHERING IDEAS  
SUMMER - WINTER 2020

Phase 1 was about sharing information and listening to the community's ideas for Nanaimo's future.



**PHASE 2**  
EXPLORING OPTIONS  
SPRING - FALL 2021

Phase 2 is focused on identifying and evaluating different options for how our community can achieve its shared vision and goals.



**PHASE 3**  
DEVELOPING PLANS  
FALL - WINTER 2021/2022

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



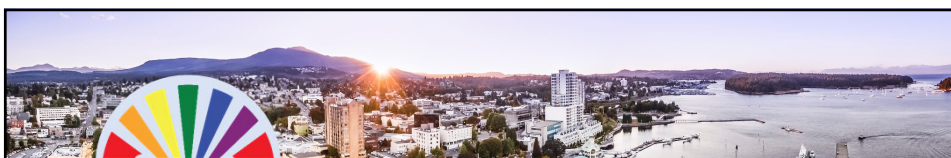
Phase 2 Engagement Overview



Key Learnings



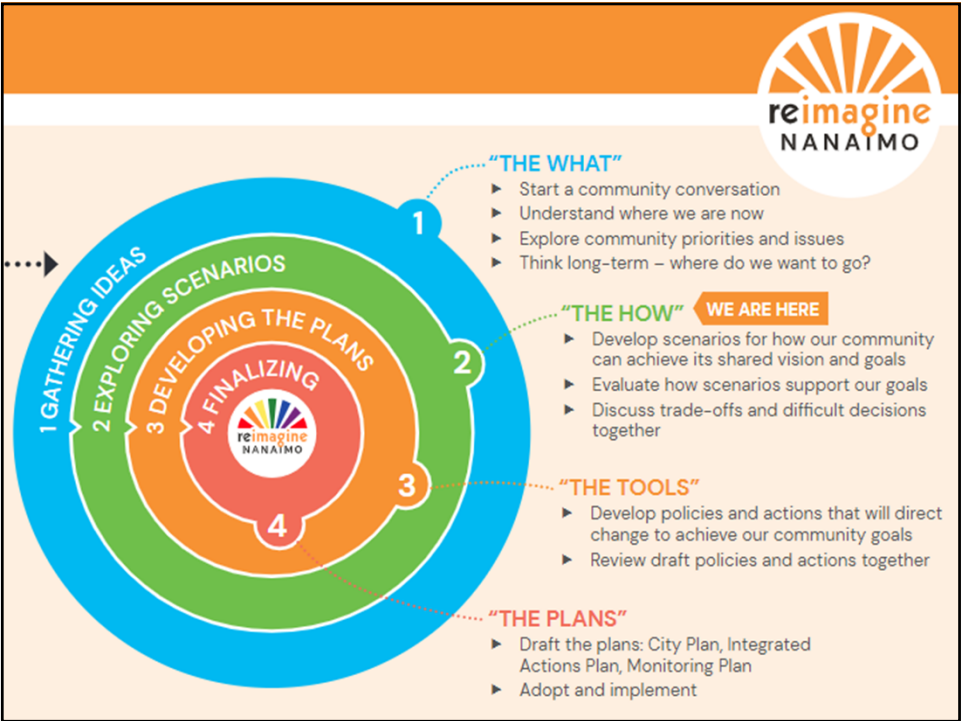
Next Steps

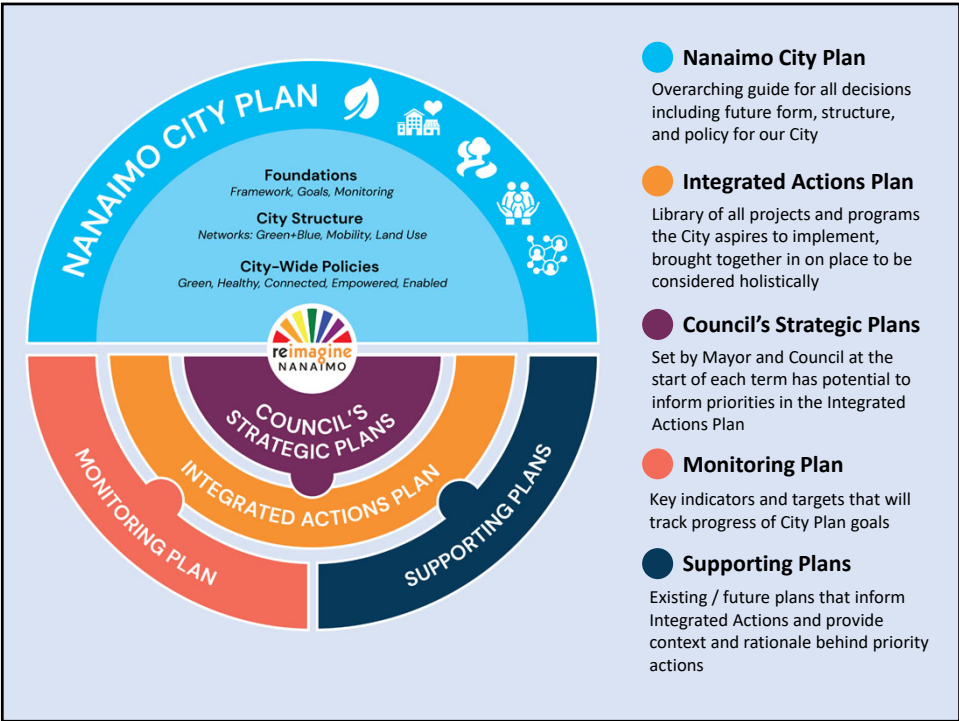


## Phase 2 Engagement Purpose

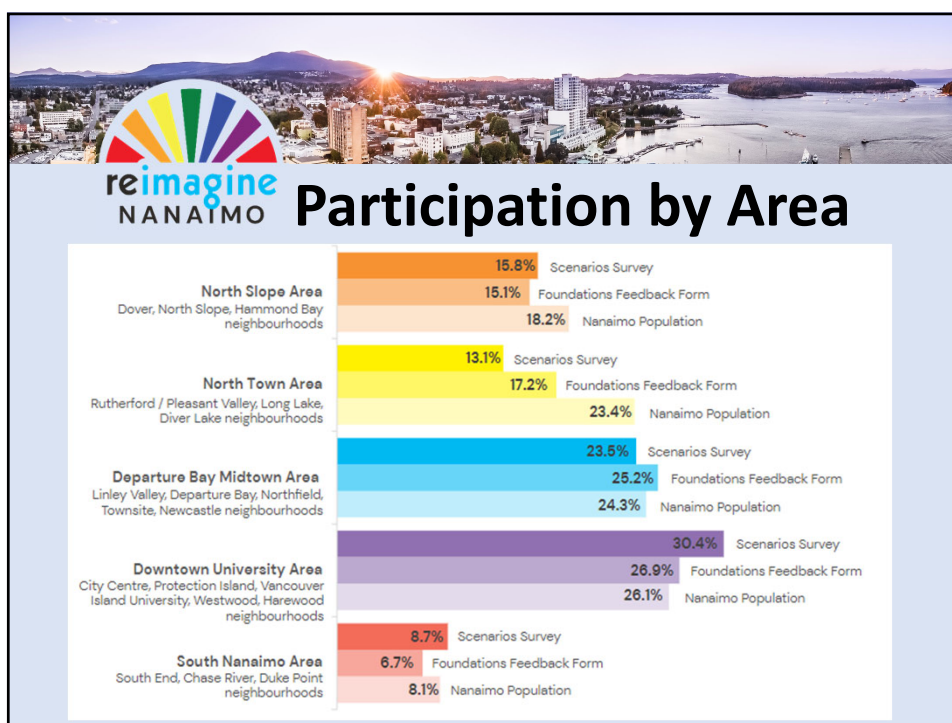
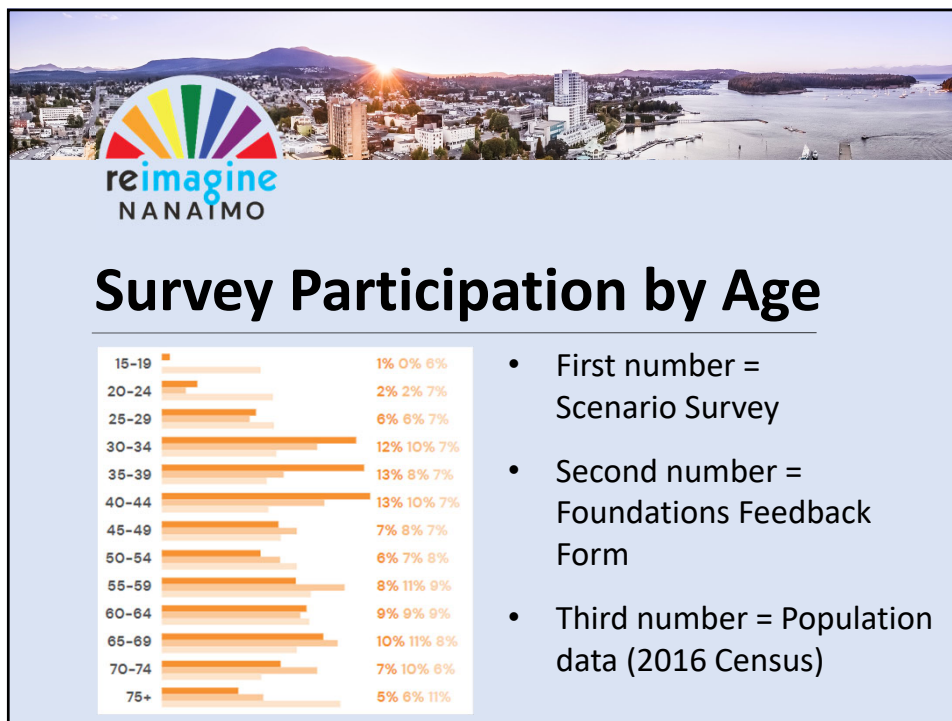
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- Moving from **BIG IDEAS** to **Focused Direction...**
- The process started by broadly considering where the City is today and inviting public input and ideas about where to go in the future.
- The process becomes more **specific** and **detailed**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














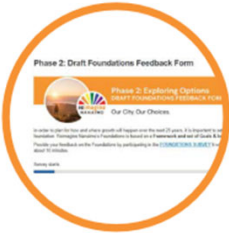
# Ways We Reached Out

- Get Involved Site
- Pop-up Booths
- Social Media
- Media Releases
- Newspaper Ads
- Radio Ads
- Bus Ads
- Banners and Decals

- Workshops and Meetings
- Surveys
- E-blast
- Blog Posts
- Art Kits
- Golden Bucket Contest
- Community Spirit Teams
- Static Station at Vaccine Site




# How We Heard Back



Foundations Feedback Form

476

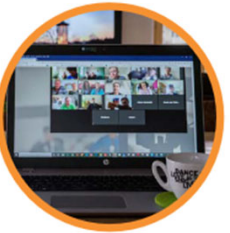
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Scenarios Survey

1,537

+



Virtual Scenarios Workshops

248 Participants



# Ways We Heard Back



Community Pop-ups

Youth Art Kits

Youth Workshops & Chats



# 938 Art Kits Returned!



BEBAN PARK



CITY SERVICES AND  
RESOURCES CENTRE



VANCOUVER ISLAND  
CONFERENCE CENTRE







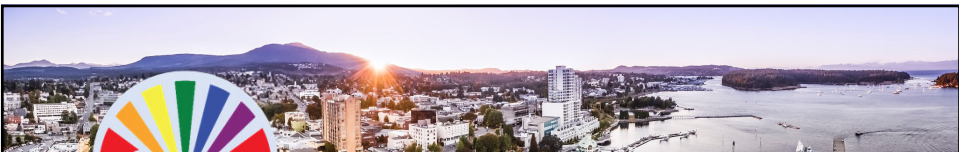

Phase 2 Engagement Purpose

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## Key Learnings - Foundations


### THOUGHTS ON THE NANAIMO DOUGHNUT




74% of survey participants felt the doughnut is a good framework for Nanaimo




26% felt there is room for improvement

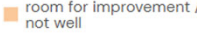


74% of survey participants felt they understood the doughnut concept well




26% felt it could be explained better






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

9




## 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?

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 (%)
Green (Leaf)	73%
Healthy (Heart)	71%
Connected (People)	73%
Empowered (Group)	71%
Enabled (Gears)	72%
Green (Leaf)	27%
Healthy (Heart)	29%
Connected (People)	27%
Empowered (Group)	29%
Enabled (Gears)	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.

Protecting Open Space

15.3%

Housing Affordability

15.1%

Walk, Bike & Transit 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%

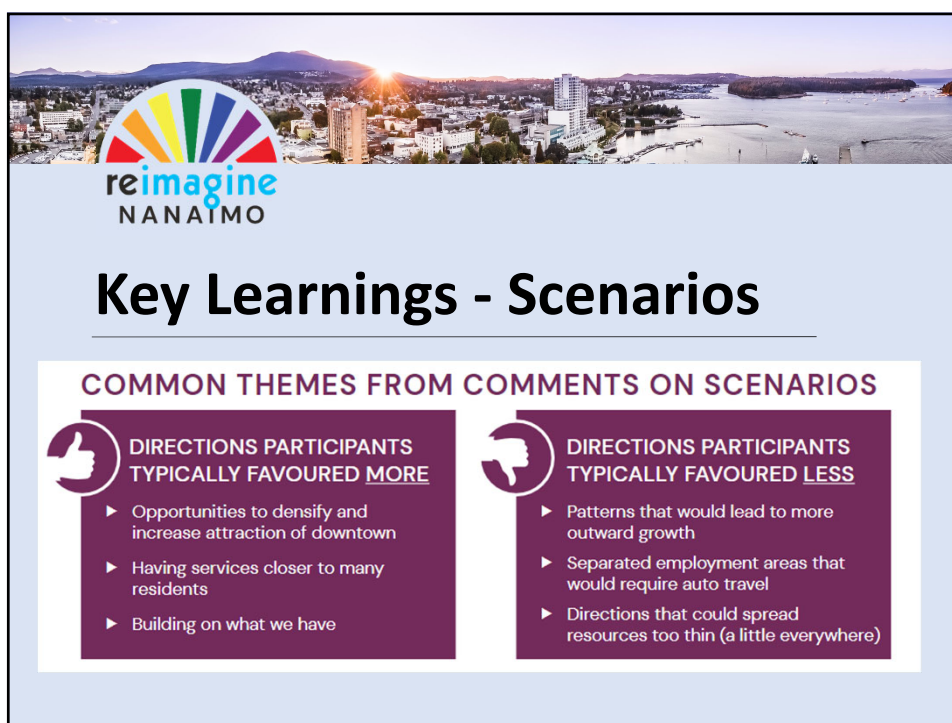
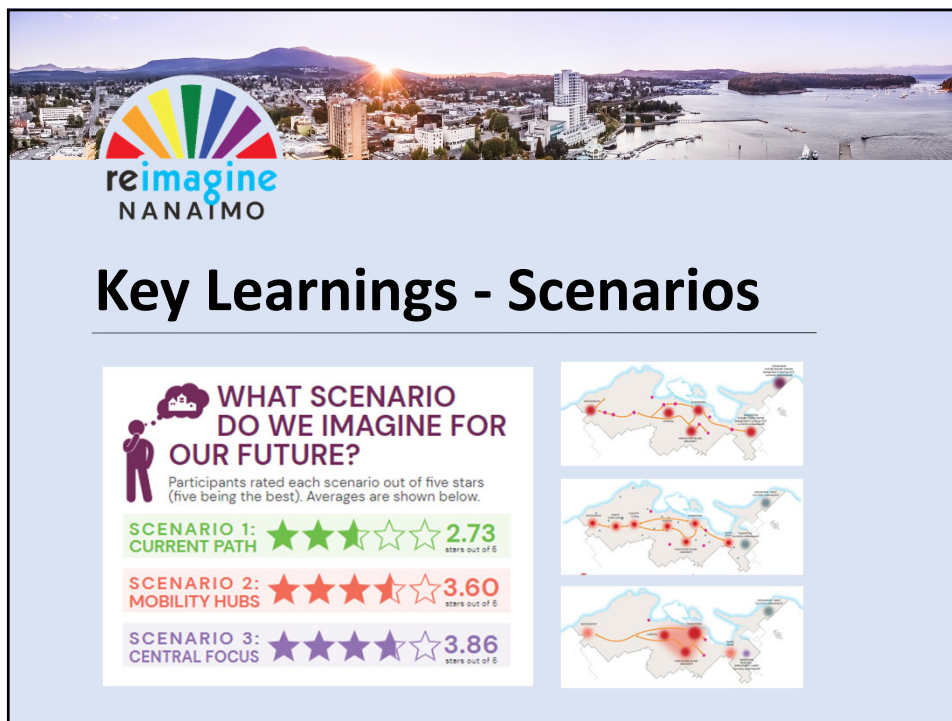
Housing Diversity

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.





## For more detail...

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




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







## 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

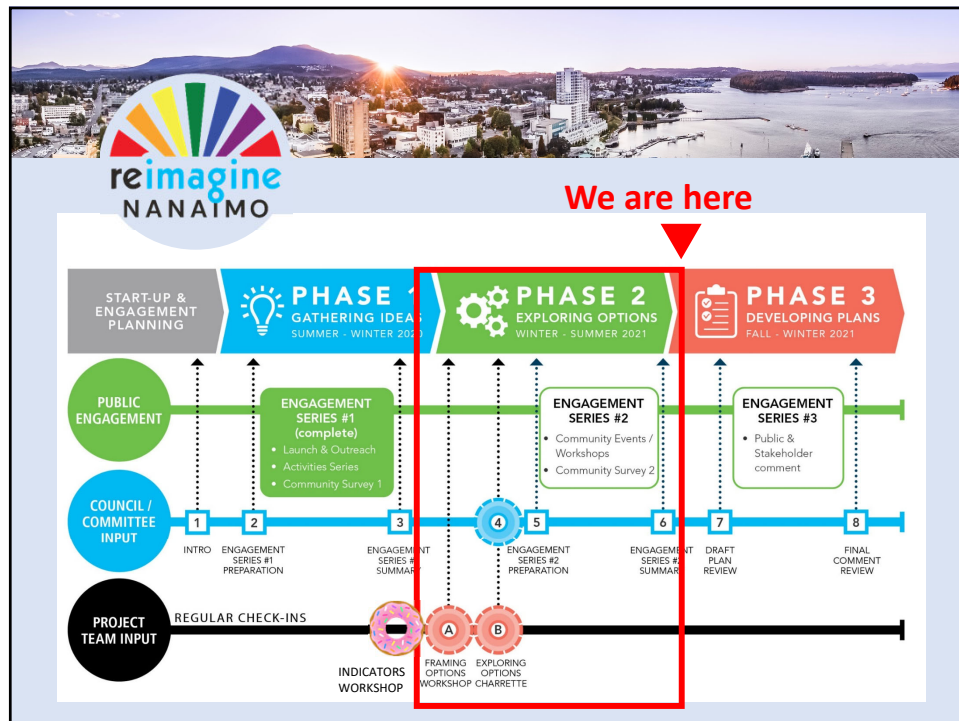


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graph TD
    A[Nov 2021: Phase 2 Engagement Summary] --> B[Jan 2022: Phase 3 Engagement on Draft City Plan]
    B --> C[Mar 2022: Final Revisions and Partner Referrals]
    C --> D[April 2022: Public Hearing, Plan Adoption]
  
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The timeline consists of four sequential steps, each represented by a colored arrow pointing right, followed by a text box describing the activity:

- Nov 2021:** Phase 2 Engagement Summary
- Jan 2022:** Phase 3 Engagement on Draft City Plan
- Mar 2022:** Final Revisions and Partner Referrals
- April 2022:** Public Hearing, Plan Adoption



**reimagine NANAIMO**

# REIMAGINE

## Steering Committee feedback

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

