

Esquimalt OCP Review – Communication & Stakeholder Engagement Outline

I. COMMUNICATION

Traditional Print Media

- News Releases
- "Current" Community Newsletter (3 per year)
- Posters
- Advertisements in Local Newspapers (and listing of meetings)
- Display in municipal buildings and at events (with printed copies of survey)

Online Communication

- Website (www.esquimalt.ca/OCPreview)
 - Including a resource library listing relevant Township reports as well as articles on community planning
- Social Media
 - Facebook = ~ 400 followers
 - To make announcements (information out only)
 - Create events page for community engagement opportunities (e.g. Open House)
 - Possibility to have ads targeted to Esquimalt residents
 - Twitter = ~ 1,500 followers
 - To make announcements (information out only)
- Electronic Mailing List – subscribers who self-select to receive OCP updates

Additional Options*

- Develop a brand identity for the OCP review process (e.g. "Planning Our Future")
- Write a BLOG to provide updates and highlight key issues
- Conduct telephone surveying to ensure statistically significant community representation
- Approach local businesses about setting up a temporary information display

II. ENGAGEMENT

Community Engagement Opportunities

- OCP Review Kick-off Survey: Initial survey to identify community priorities and hear how residents would like to be involved in OCP review process
- Self-Directed workbooks and survey (similar to Economic Development Strategy)
- Speakers series on key issues followed by discussion and input activities
- Community Round Table Discussions
- Open House to review Draft Official Community Plan (in addition to online review)

*Additional options are currently under review by staff and will be assessed in conjunction with the results of the OCP Review Kick-Off Survey.

Online Engagement Tools

- Surveying - use Fluid Surveys to collect community input
- ArcGIS Online – create online maps to show current and future land use designations and receive public input

Additional Options*

- Purchase a dedicated online consultation platform (e.g. discussion forum)
- Co-host events with community groups (e.g. schools, chamber, etc.)

III. STAKEHOLDERS

Statutory [LGA s. 879(2)(b)]

- Esquimalt First Nation
- Songhees First Nation
- Department of National Defence (Base Commander, CFB Esquimalt)
- Public Works and Government Services Canada | Government of Canada (Esquimalt Graving Dock)
- Board, School District No. 61 (Greater Victoria)
- Board, School District No. 93 (Conseil Scolaire Franophone de la Colombie – Britanique)
- City of Victoria (Council, cc Planning Director)
- District of Saanich (Council, cc Planning Director)
- Town of View Royal (Council, cc Planning Director)
- Capital Regional District (Board, cc Regional Planner)
- Fisheries and Oceans Canada (Regional Director General - Western)
- Agricultural Land Commission
- British Columbia Ministry of Community, Sport and Cultural Development

- British Columbia Ministry of the Environment
- Island Health – Esquimalt Health Unit
- Greater Victoria Harbour Authority
- Transport Canada
- Member of Parliament
- Member of the Legislative Assembly

Non-statutory

- Esquimalt Residents Association
- West Bay Residents Association
- Lyall Street Residents Association
- Gorge Vale Golf Course
- Esquimalt Farmers Market
- Township Community Arts Council
- Esquimalt Chamber of Commerce
- Songhees Residents Association
- Vic West Residents Association
- Economic Round Table Participants (send invitation to sign-up for electronic mailing list)
- Urban Development Institute, Victoria Chapter
- Victoria Esquimalt Harbour Society

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