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SUSTAINABILITY
WHISTLER

barefoot



Esquimalt / McLoughlin Amenity Funds Round 2 Engagement Strategy

April 2018

Engagement Round 2

ENGAGEMENT QUESTIONS

Waterfront Parks

1. **Priority park:** Participants rank the parks (Macaulay, Saxe, Gorge, and potential new parkland) in terms of highest to lowest priority for the funding.
2. **Priority type of improvement:** Participants identify their top 'general themes/categories of recommendations' for funding (e.g., beach/waterfront improvements).
3. **Priority recommendations for each park** (Macaulay, Saxe, Gorge, and potential new parkland): Participants would identify priority themes/categories for spending (e.g., beach/waterfront improvements), as well as corresponding specific ideas/recommendations (e.g., path/stairs for beach access, beach boardwalk, wharf/dock for improved water access, boathouse, etc.).
4. **Priority parkland acquisition:** Participants identify the top areas of potential parkland that might be acquired.
 - Waterfront parkland connections for Esquimalt Gorge Park
 - Waterfront parkland connections for Saxe Point Park
 - Waterfront parkland connections for Macaulay Point Park
 - Waterfront parkland connections for West Bay Park
 - All public waterfront areas should be protected as parkland
 - West Bay
 - Gorge (more access points to the water)

Recreation Facilities

1. **Priority facility:** Participants rank the facilities in terms of highest to lowest priority for the funding.
2. **Priority type of improvement:** Participants identify their top 'general themes/categories of recommendations' for funding (e.g., additional recreation amenities).
3. **Priority recommendations for each facility** (Archie Browning, Esquimalt Recreation Centre, Bullen Park): Participants would identify priority themes/categories for spending (e.g., Climbing wall, dry floor roller rink, turf field, courts, curling, kids play area, wave pool, fitness expansion).

Public Safety

1. **Priority additional uses:** Participants rank the potential additional uses that could be incorporated into the new or enhanced facility to achieve greater community benefit.

ENGAGEMENT ACTIVITIES

Online Survey

Using an online survey tool and incorporating the questions from the previous page.

Social media campaign

Facebook will be used to pose the Round 2 questions to community members, and paid advertising will again be used to boost the reach of each post. Questions will need to be simplified since full lists can't be provided in the post; however, the questions will engage residents in the conversation and then hopefully encourage them to complete the full online survey. Facebook polling will be used in A vs. B choices. Question examples:

- Do you 'like' the idea of idea A at location X?
- Do you prefer idea A or B at location X? E.g., Would you rather more park benches or playgrounds added to our waterfront parks?

Mobile Engagement Booth

This would include 1-2 posters to catch attention, with laptop(s) or ipads set up with the engagement questions. If the event is at a particular park or recreation facility, the questions could focus on that location. Staff can also engage people at the event by moving around and asking people to take a few minutes to give input. Potential events for the mobile booth are listed here:

- Earth Day- **April 25**-Highrock Park- 10 am-2 pm
- Indoor Farmers Market-**April 26**-Esquimalt Recreation Centre-4:30 pm-7:30 pm
- Buccaneer Days-**May 12-13**-Archie Browning Sports Centre and Bullen Park- 10 am – 4 pm
- Branch Out-**May 19**-Macaulay Point Park- 10 am – 1 pm
- World Oceans Day-**June 2**-Esquimalt Gorge Park-11am-3 pm
- Block Party-**June 9**-Esquimalt Adventure Park- 11 am – 2 pm
- Music in the Park-**June 26** – Memorial Park- 6:00 pm – 7:30 pm
- Aeriosa-**July 30 or August 4th** date tbd-Saxe Point Park- time tbd
- Ribfest – **September 8-9**-Bullen Park- 11 am – 6 pm

REVISED ROUND 2 PROCESS AND TIMELINE

The Round 2 engagement activities will extend through the summer, taking advantage of the community events taking place over that time. Corresponding revisions made to the Round 2 engagement activities and timelines are reflected in the graphic below.

Engagement: Round 1



Ideas Fair
February 22, 3-8pm / Public

An interactive public event captures ideas for community projects related to the three areas of funding.



Questionnaire / Idea Walls
February 22 to March 15 / Public

Interactive posters (at the Township Office, Library, and Recreation Centre) and an online tool gather input from those unable to attend the Ideas Fair.

The input gathered will be released publicly and themed for consideration in the Round 2 engagement

Engagement: Round 2



Engagement Booth @ Community Events
May-Sep / Public

A mobile 'Ideas Gallery' booth at large community events gathers feedback on emerging themes.



Online Survey
May-Sep / Public

An online survey gathers feedback on the emerging themes and ideas from Round 1.

Input gathered through Round 2 engagement activities will be compiled for public release and presentation to Council.



COUNCIL PRESENTATION

Early 2019 / Council

Using input from the community and established selection criteria, Council determines which projects will receive funding according to the funding parameters.

Measuring engagement success

The engagement measures of success and available benchmarks are presented in the table below. The results of the engagement process will be evaluated at the end of the project.

Engagement Objectives:

- Raise awareness and excitement about the community investment opportunity
- Encourage broad and diverse community member participation in engagement activities, targeting residents, businesses and partner organizations
- Gather ideas and distill those into key themes for projects related to the three funding areas

Measures of Success	Esquimalt Round 1 Engagement
<ul style="list-style-type: none"> • Resident participation: total and diversity (online survey breakdown by age and gender) • Target for Esquimalt: 10-20% participation rate 	<p>~700 participants in Round 1 (not including participant estimates for social media and Idea Walls)</p> <p>Age and gender breakdown for the online survey provided in the Round 1 input summary document)</p>
<ul style="list-style-type: none"> • Variety of engagement methods used (#) 	4 (Ideas Fair, Idea Walls, online survey, social media)
<ul style="list-style-type: none"> • Social media engagement (e.g. number of posts, likes and shares) 	<p>Posts: 8</p> <p>Link clicks to website/survey: 220</p> <p>Shares: 38</p> <p>Comments: 89</p>
<ul style="list-style-type: none"> • Number of action ideas gathered 	4883