



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

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| 4/16/2018 | 1 | Committee of the Whole | approved | Pass |

REQUEST FOR DIRECTION

DATE: April 11, 2018 Report No. P&R-18-006

TO: Laurie Hurst, Chief Administrative Officer

FROM: Scott Hartman, Director of Parks and Recreation Services

SUBJECT:
McLoughlin Amenity Funds DRAFT Round #2 Engagement Strategy

ESSENTIAL QUESTION:

Does Council wish to provide any additional suggestions or recommendations into the Draft McLoughlin Amenity Funds Engagement Strategy for Round Two?

RECOMMENDATION:

That the Committee of the Whole receive Staff Report No. P&R-18-006 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.

BACKGROUND:

The Township has recently completed the first phase of community engagement for the McLoughlin Amenity Funds. The project consultants have reviewed the findings from Round One and have drafted a proposed engagement strategy for phase two of the project.

Attached is the "McLoughlin Amenity Funds DRAFT Round Two Engagement Strategy". This is the second phase of a three phase engagement process. The details of the final phase will be confirmed

once the results of Round Two engagement activities have been received.

Currently Round Two engagement will consist of an online survey, social media campaigns and a mobile engagement display at numerous community events over the Spring and Summer. The current launch timeframe for Round Two engagement is the end of April.

ISSUES:

Staff wants to ensure that Council is aware of the project work currently underway, the proposed project timelines for Round Two completion and the initial target launch date for this phase. Furthermore, staff wants to ensure that Council has the opportunity to review the current draft strategy and to provide any input or direction as they consider advisable.

The details of the final phase of engagement activities will be determined once the results of Round Two have been received. Currently, this engagement and consultation project (all three engagement phases and final reporting) is targeted to conclude by early 2019.

ALTERNATIVES:

1. That the COTW receive Staff Report No. P&R-18-006 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to prepare a report for Council's consideration.
2. That the COTW provide alternative direction to staff.
3. That the COTW request further information from staff.