



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall
1229 Esquimalt Road
Esquimalt, B.C. V9A 3P1

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REQUEST FOR DIRECTION

DATE: February 9, 2016 Report No. DEV-16-018

TO: Laurie Hurst, Chief Administrative Officer

FROM: Marlene Lagoa, Community Development Coordinator

SUBJECT:

OCP Review - Phase 2 Community Engagement Strategy

ESSENTIAL QUESTION:

Would the Committee of the Whole like to see any changes to the OCP Review's Phase 2 Community Engagement Strategy?

RECOMMENDATION:

That the Committee of the Whole receive Staff Report No. DEV-16-018 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to proceed with the second phase of the Official Community Plan Review.

BACKGROUND:

The purpose of this report is to outline a community engagement plan for Phase 2 of the Official Community Plan (OCP) Review process. Staff is seeking further direction from the Committee of the Whole on a number of issues concerning the survey results from Phase 1 and its impact on the

second phase of the OCP review process.

The project is on schedule with Phase 2 expected to be completed by June 2016. The project timeline is attached as Appendix A.

The Phase 1 OCP Review kick off survey results were presented at the January 11, 2016 Regular Committee of the Whole meeting. Discussion followed on how to move forward with the next phase of the review. The issues raised included: revising the community vision statement; developing a community engagement plan for the next phase of the review, with a plan to engage more youth and seniors; mailing a notice to all residents; responding to questions received in the comments of the kick off survey; and providing incentives for individuals to participate in the review.

ISSUES:

Community Vision Statement

At the January 11th meeting there was a general consensus that the community vision statement, last adopted in 2003, be updated. Suggested approaches to updating the community vision statement included revision by Council, revision by committee and revision by the community.

Staff has scheduled a Special Committee of the Whole meeting be held on March 14th, 2016 at 5:45 p.m. to draft a revised community vision statement. The comments received from the kick off survey will be taken into consideration in drafting the updated vision statement. The draft community vision statement will then be shared with the community for input. The new round of community input received on the revised community vision statement will be outlined in a report back to Council.

Attached as Appendix B is a summary of the survey comments received on the community vision statement.

Phase 2 Community Engagement Plan

The results of the OCP Review kick off survey were used to assist staff with developing a community engagement strategy for the next phase of the review. The "Ideas Festival" is a community engagement event being planned for May 2016. The festival will consist of 3 identical events scheduled for one afternoon and two evening sessions (as these were the times most preferred by survey respondents). Each event will be 3 hours in length with participants having time to view information boards and participate in group discussions on 3 out of 7 topic areas.

Based on the results of the kick off survey, community priorities have been combined into the following seven topic areas:

- Arts, Culture & Heritage
- Community Health & Safety (includes age-friendly)
- Economic Development
- Environment (includes energy, climate change, natural environment, urban agriculture and food systems)
- Parks, Trails & Recreation
- Planning & Development (includes future land use, housing and neighbourhood design)
- Transportation & Infrastructure

Individuals unable to attend the Ideas Festival will have an opportunity to submit their input using an online form.

The Phase 2 community engagement plan is attached as Appendix C.

Youth Engagement

Staff has been in contact with Rockheights Middle School, Esquimalt High School and the Esquimalt Teen Centre. We are planning at least one youth engagement opportunity with each group.

Senior Engagement

Seniors will be engaged this spring as part of the age-friendly assessment of Esquimalt. In December the Township was approved a 2016 Age-friendly Community Planning & Projects grant from UBCM in the amount of \$20,000. Staff is in the process of selecting a consultant who will complete the study by August 2016.

Mail Out

The cost of printing 8,500 post card mailers and distributing 7,500 through Canada Post is \$1,500. The remaining 1,000 post cards would be available at municipal buildings and at select community events. This is in addition to the distribution of the Community Newsletter which will feature an update on the OCP Review and list upcoming engagement opportunities.

The Phase 2 communication plan is attached as Appendix D.

Responding to Survey Questions

There were a handful of questions received in the survey comment forms. At the Committee's direction, staff can forward the questions to the appropriate Director for a response. A Q&A form can then be developed and posted to the website.

Incentive for Participants

The Phase 1 draw prize of a \$50 gift certificate to Esquimalt Parks & Recreation proved to be a popular incentive with 70% of respondents opting-in to the draw. Staff plan on offering a Phase 2 draw prize by giving away a copy of Jane Jacobs' book *The Death and Life of Great American Cities*.

ALTERNATIVES:

1. That the COTW receive Staff Report No. DEV-16-018 for information, provide any additional direction to staff as the COTW considers advisable, and direct staff to proceed with the second phase of the Official Community Plan Review.
2. That the COTW provide alternative direction to staff.
3. That the COTW request further information from staff.