



COMMUNICATIONS & ENGAGEMENT PLAN

Official Community Plan & Land Use Bylaw Update

August 31, 2016 | DRAFT

Contents

A. Why are we engaging?

1. Purpose of this Communications and Engagement Plan
2. Project Background
3. Engagement Objectives
4. Gathering Community Input
5. Analyzing and Incorporating input
6. Providing feedback throughout the process

B. With whom are we engaging?

5. Key Stakeholders and Stakeholder Issues
6. Other Challenges and Opportunities

C. How and when are we engaging?

7. Engagement Principles
8. Key Messages
9. Activities and Timing

D. How does our engagement stack up?

10. Evaluation

A – Why are we engaging?

1. Purpose of this Communications and Engagement Plan

DECISION STATEMENT: In 2017/18, Colwood Council will make decisions about updates to the Colwood Official Community Plan that will set the direction for Colwood’s future growth, land use, environmental, economic, social and cultural development.

This planning process for Colwood is much more than about crafting an Official Community Plan and Land Use Bylaw. This planning process is a city-building opportunity, which must ‘reach into the kitchens’ of as many households as possible.

The purpose of this Plan is to ensure the project team has a shared understanding of engagement objectives and principles, key messages, stakeholders, challenges and opportunities, activities and tools, and evaluation. While details relating to logistics will be determine as engagement is rolled out, this Plan will chart the course of activities throughout the life of the Official Community Plan (OCP) process. This Communications and Engagement Plan will be updated to incorporate/integrate references to the Land Use Bylaw (LUB) update once approach is confirmed.

2. Project Background

In 2016, the City of Colwood will encourage community members to get involved in updating its OCP. The OCP is a long-term plan that provides direction for managing future growth, development and change in the community. It guides decisions about physical, environmental, economic, social and cultural development in Colwood.

Colwood's current OCP was created in 2008. This update is well timed, as Colwood is poised for significant growth and development over the next several years. A revised OCP will guide the way forward to 2035 when the City will celebrate 50 years since incorporation. We look forward to many interactive events and thoughtful conversations with residents and stakeholders as we shape a shared vision for the future of our community.

3. Engagement Objectives

The overarching purpose of this engagement process is to open up a conversation with citizens about the future of the City of Colwood – within the parameters of an OCP’s scope and jurisdiction – to develop a vision and set of directions to guide change into the future. IAP2 principles for public participation will guide all engagement activities. Specific engagement objectives are to:

- **Raise awareness** about the process and opportunities for involvement throughout the process;
- **Make the process relevant**, helping people to understand the significance of the OCP and how it impacts them and their community;

- **Generate excitement and ownership** over participation in and implementation of the OCP;
- **Build capacity** among citizens to participate in a highly informed dialogue about issues, trends, and best practices;
- **Make participation** accessible to all residents and stakeholders, **reaching a broad demographic** that’s representative of the community; feedback from all ages, each neighbourhood, each stakeholder group
- **INFORM, CONSULT, INVOLVE and COLLABORATE** with citizens and stakeholders to ensure the Plan addresses community priorities and incorporates valuable local knowledge;
 - Input from at least 25% of the population (4,250 people)
- **Create opportunities for positive media coverage** and to manage issues as they arise, ensuring that staff and Council have **clear and consistent messaging** when speaking about the process;
 - Media coverage of each event and milestone
- **Build an identity as well as long term positive relationships** with the community, building trust and engagement between citizens and the City that endures beyond the life of the process. A new City slogan may emerge from this process as well.

4. Gathering Community Input

Transparency and clarity are important in any community engagement process, and participants rightly want to know how and the extent to which their input is used. As such, defining these parameters and setting expectations early in the process are vital to a genuine and successful dialogue.

This process will utilize four levels of engagement, each of which should be applied throughout the process differently depending on the target group and planning stage. The levels of engagement include:

- Inform – provide balanced and objective information for better understanding of the project;
- Consult – obtain feedback;
- Involve – work to ensure concerns and aspirations are understood and considered; and
- Collaborate – partner in the development of alternatives and solutions.

While the level of community engagement varies throughout the process – ranging from “inform” in providing information on issues and best practices, to “collaborate” in creating a refreshed vision for the OCP – it is expected that most engagement pertaining to decision-making will reach the “involve” level, with the commitment to the community being as follows:

- *We will work with you to ensure that your priorities and aspirations are understood and considered in the Official Community Plan, and we will report back to you to demonstrate how public input influenced the development of the plan.*

Further details regarding level of engagement in various parts of the process are outlined in Part C.

5. Analyzing and Incorporating input

All data collected will be verified, documented and included in the project file. Analysis of the input will help to determine the extent of concerns about the project, the extent to which views vary, whether the collection methods have gathered sufficient relevant data. Adjustments may be made to this plan to address information needs.

Analysis of Quantitative Data

Quantitative data collected during public participation activities (survey results, demographics, participant counts) will provide results that can be measured numerically. Both manual and technology-based (e.g. Metroquest survey tool) research methodologies will be used to analyze and report data.

Analysis of Qualitative Data

Much of the feedback into the Colwood OCP will be qualitative textual input (e.g. open ended survey questions, interview notes and submissions). All data will be recorded and organized by meta theme using both manual and database sorting and filtering.

Incorporating input into the plan

Input gathered from the public and stakeholders will be considered alongside extensive technical research of policies, plans, strategies, guidelines, regulations and bylaw documents, including sustainability targets, development permit areas and land use designations, as well as updated population projections, housing characteristics, legislative requirements and market analysis. Input will also be aligned with technical data about Colwood's transportation network and its ecology, including landscaping, stormwater management, hillside-shorline guidelines, and open space development.

6. Providing feedback throughout the process

Reporting back to participants and the community is critical to demonstrate how their input is being considered and used to shape the plan. It is not enough to simply acknowledge the issues identified. It is important to provide a clear explanation as to how specific issues and ideas were considered.

Interim reports will clarify the decision making process; indicate when decisions will be made; reiterate the trade-offs to reinforce that decision making is multifaceted. It is

Summary data will be posted on the project website and shared publicly after each public participation event. It will clearly explain how participants were identified; what information was disseminated; how input was received; how input was analyzed; the main comments and issues, any response that have addressed concerns; and any recommendations being made based on the public participation process.

B – With whom are we engaging?

7. Key Stakeholders and Stakeholder Issues

Stakeholders are individuals and groups with a stake or interest in the future of this process. As the OCP affects everyone in Colwood, every citizen is a stakeholder and will have the opportunity to participate in this process. Some stakeholder groups have specific needs and interests related to the OCP – or they may require unique engagement/outreach approaches – and many will be given the opportunity to offer focused input. Stakeholder groups are described below, along with their perceived needs, potential engagement challenges, and interaction history.

Stakeholder Group	Needs/Goals	Potential Challenges	Interaction History
<p>Colwood Residents: Group by commonalities –</p> <ul style="list-style-type: none"> -Residents on septic -Residents with ocean views -Age demographics -Neighbourhoods: <i>Colwood Lake, Colwood Corners, Lagoon, Latoria, Royal Bay, Sun Ridge, Triangle Mtn, Wishart Belmont Park</i> 	<ul style="list-style-type: none"> • Expect consistent, clear (no jargon) proactive, two-way communication • Want to know what is coming (no surprises) and see constant improvement • Policies that are clear, fair and respectful of their needs • Policies that do not significantly impact land values • Want to have a say in how their community grows • To be informed/involved in decisions that may affect them 	<ul style="list-style-type: none"> • Lack of trust/confidence in the City to implement improvements • Lack of interest in project / lack of understanding of relevance 	<ul style="list-style-type: none"> • History of unmet expectations...stalled developments, cancelled projects • Good attendance at recent events: open houses/community events
<p>Business Community: <i>Colwood business owners, Home Based Business Owners, Developers, Contractors, Builders, Victoria Residential Builders Assoc., Industrial, Tech, Education, Royal Roads</i></p>	<ul style="list-style-type: none"> • Profit, customers, successful projects • Public realm improvements that increase business • Development land/lease space • To be informed/involved in decisions that affect them 	<ul style="list-style-type: none"> • Comparison to other municipalities re: business support/relaxed processes • Lack of interest in OCP project • Apprehension about potential changes 	<ul style="list-style-type: none"> • Recent engagement: business survey and removal of annual business license fee • Potential frustration re: bylaw changes, development decisions

Stakeholder Group	Needs/Goals	Potential Challenges	Interaction History
Agencies/Government Organizations: <i>DND, CRD, First Nations: Songhees, Esquimalt, Scia’new and T’Sou-ke, Westshore RCMP, West Shore Chamber, Royal Roads University, School District 62, BC Transit, Island Health, Partner Municipalities: Victoria, Saanich, Esquimalt, Langford, View Royal, Metchosin, Highlands</i>	<ul style="list-style-type: none"> To fulfil their mandates within Colwood To be informed/involved in decisions that may affect them 	<ul style="list-style-type: none"> May have a position about continued growth on the West Shore May not feel this project is relevant to their goals 	<ul style="list-style-type: none"> History of concentrating resources in Victoria/Oak Bay/Saanich Some consider the West Shore ‘urban sprawl’
Community Groups: <i>West Shore Parks & Rec, Juan de Fuca Seniors, Coast Collective Arts, West Shore Arts Council, Pacific Centre Family Services, West Shore Lions, Rotary Club, Womens’ Institute, Sports Clubs</i>	<ul style="list-style-type: none"> Support from the City to fulfil their mandates To be informed/involved in decisions that may affect them 	<ul style="list-style-type: none"> Arts community: desire for increased support WS Recreation: impacted by budget and governance issues Health: lack of physicians 	<ul style="list-style-type: none"> Performing Arts Centre WSPR governance challenges
Interest Groups: <i>Families, Seniors, Students, Environmentalists, Pedestrians, Cyclists, Transit Users, Drivers, People with mobility challenges, Supporters, Detractors</i>	<ul style="list-style-type: none"> To be informed/involved in decisions that may affect them 	<ul style="list-style-type: none"> Emergence of groups not previously identified Need to address issues that are both technical 	<ul style="list-style-type: none">
Emergency Services: <i>EOC, Ambulance, Police, Colwood Fire, View Royal Fire, Langford Fire</i>	<ul style="list-style-type: none"> To be informed/involved in decisions that may affect delivery of services 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
City Staff	<ul style="list-style-type: none"> Employment Opportunities for creativity/growth/promotion Success/recognition Interest in influencing the outcome of the OCP 	<ul style="list-style-type: none"> May deride OCP process if not content at work May not initially appreciate how this OCP owned and executed by all departments – not just planning 	<ul style="list-style-type: none">
Mayor and Council, Standing and Select Committees	<ul style="list-style-type: none"> Strong city Public support 	<ul style="list-style-type: none"> Time limitations Need to understand relevance of the process 	<ul style="list-style-type: none">

Stakeholder Group	Needs/Goals	Potential Challenges	Interaction History
Local Media	<ul style="list-style-type: none"> • Stories that engage their audiences 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

8. Other Challenges and Opportunities

In addition to the considerations listed in the table on pages 4 and 5, the City has identified the following challenges and opportunities associated with engaging the community in this process:

Challenges

- Conveying relevance and therefore engaging the community generally
- Managing expectations and competing interests
- Clarity about where stakeholders input falls in decision making process
- Changing perceptions
- Funding

Opportunities

- Continue to build a positive and healthy community culture and foster pride in the City of Colwood
- Attract businesses that add positive benefits to our community
- Build positive relationships with stakeholders
- Build confidence in the City of Colwood
- Provide a model for future engagement on planning projects

C – How and when are we engaging?

9. Communications and Engagement Principles

To assist in meeting engagement objectives, the OCP process will adhere to the following communication and engagement principles (some of which are borrowed from Brent Toderian’s “Top 10 Keys to a Great Plan”):

- Don’t be boring – be bold and take risks – have fun!
- Be clear – speak and write using normalspeak (no jargon) and state the City’s needs and wants
- Reach into the kitchens of every household / go to the people – make it easy for people from all walks of life to participate
- Be genuine, listen carefully, and show how input is used
- Create conversations that matter – focus on outcomes make it clear why the process is relevant to the average citizen of Colwood

10. Key Messages for the Public

There is a tremendous amount of information exchanged within an OCP engagement process. As such, communication must be clear and focused, ensuring that participants can navigate through the process conveniently and quickly.

Further, the engagement process is a two-way conversation involving both “information out” (i.e. educating, informing, raising awareness) and “information in” (i.e. obtaining input). While the language will be made highly accessible and will vary in tone and detail depending on the engagement activity/channel/stakeholder group, there are some basic messages and question areas that will form the basis of each step. They are roughly as follows:

Step 1: Priorities and Big Ideas for Colwood (Phases 1-3 in the work plan)

- Information Out:
 - Messages will focus on information about the process and opportunities for involvement. For example:
 - *The City of Colwood is undertaking a once-in-a-lifetime process to shape the future of the city.*
 - *This Plan affects you and your neighbours. It influences our daily lives: the neighbourhoods we live in; our waterfront and green spaces; how we move around; where we shop, play, and socialize; how much it costs us to pay for sewers, roads; and much more.*
 - *Your input matters. Join the conversation!*
 - “Information out” will also include education around existing conditions in Colwood, as well as planning/urban trends and relationships between land use and other realms such as transportation, ecological health, and more.
- Information In:
 - Questions will focus on two main themes:

- Establishing a strong and unique identify for Colwood (What do you want Colwood to be known for in 10,20, and 50 years from now? What is cherished and must be preserved? What must change? Etc.); and
- Establishing priorities for its future.
- The input received will be used to confirm and/or re-establish the OCP goals and vision, and will feed into a deeper engagement that helps shape specific policy directions in Stage 2 (Phase 4 of the work plan).
- Input will also be sought on how effective the engagement has been and ways to engage further.

Step 2: Developing the Plan (Phase 4 in the work plan)

- Information Out:
 - Messages will focus on issues and trends that emerged during Stage 1 (through both research and preliminary engagement), culminating in “themes”. For example: *We heard from citizens that access to neighbourhood shops and amenities is important. Currently many of our neighbourhoods do not have the critical mass of residents to support these desired destinations. Policy directions that can make neighbourhood shops and amenities viable in Colwood involve X, Y, and/or Z. What do you think?*
 - Information will also be provided on how community input is being considered and integrated into early Plan development.
 - Information will continue to be provided on the process and opportunities for involvement.
- Information In:
 - Questions will seek input on draft vision, goals, and policy directions. Input will be used to refine the vision, goals, and policy directions, so that a draft OCP can be developed.
 - Input will also be sought on how effective the engagement has been and ways to engage further.

Step 3: Reviewing and Finalizing the Plan (Phases 5 and 6 in the work plan)

- Information Out (Part 1)
 - Messages will revolve around presenting the draft OCP content. Clear links will be drawn between the vision/goals and policies.
 - Information will also be provided on how community input was considered and integrated the draft.
 - Information will continue to be provided on the process and opportunities for involvement.
- Information In (Part 1)
 - Questions will focus on obtaining input on the draft OCP content.
 - Input will also be sought on how effective the engagement has been and ways to engage further.
- Information Out (Part 2)
 - Messages will focus on “informing” about the final OCP at the public hearing, and demonstrating how public input has been used in creating the final plan.
- Information In (Part 2)
 - As required by legislation, there will be opportunities for final public input at the Public Hearing.

10. Engagement Activities and Timing

The following are the engagement activities proposed for each step of the process. Details around specific dates and content will be determined as the engagement is rolled out. The logistics and communications will be led by the City.

Step 1: Priorities and Big Ideas for Colwood (September-December 2016)

Engagement in Step 1 will launch the process, sparking interest in the project and inviting early involvement. Early input will be sought that will be used to craft the vision, goals, and preliminary policy directions. Key engagement activities for this stage are:

1. **Public Communications Launch and Engagement Splash Events (September 2016)**

- **What:** This is the official launch of the public process, with a visual identity (i.e. brand) that is introduced through: a project webpage, social media, and newsletter. Subsequent communications and outreach in Step 1 (e.g. newspaper ads, email blasts, etc) should be focused around advertising for specific engagement opportunities (ie – survey and events).
- **DIALOG Role:** Work with City to develop a visual identity. Assist in developing content for project webpage, social media, and newsletter as needed.
- **City Role:** Work with DIALOG to develop a visual identity and key messages to webpage, social media, and newsletter channels. Issue media release (encouraging earned media) and utilize other media channels as available.

2. **Staff and Council Workshops (September 2016)**

- **What:** These workshops serve to launch the process within the City, generating excitement, demonstrating relevance, and obtaining input from participants.
- **DIALOG Role:** Develop and deliver presentation; facilitate both workshops (same day).
- **City Role:** Participate in workshops and work with DIALOG to facilitate if desired.

3. **Mobile Booths and Sounding Boards (Mid/Late September – October 2016)**

- **What:** This is a mobile booth stationed at events and in highly visibility locations to reach a broader audience, including citizens who would not otherwise be likely to participate in a civic process. The purpose of the booth will be to raise awareness about the process and obtain preliminary input on priorities and issues. Once the survey is live, it can be loaded onto tablets available at the mobile booth, and the survey can be generally advertised there. Some of this content can also be posted as “sounding boards” in coffee shops and other high-density people locations.
- **DIALOG Role:** Develop interactive panel(s) for mobile booth. Lend the City 1-2 tablets.
- **City Role:** Staff mobile booths.

4. Speakers' Nights (Mid/Late September-October 2016)

- What: These are evenings in which a special speaker / urban expert provides a presentation to an audience, geared toward exposing new perspectives on cities, planning, and design. A participant discussion – format TBD – will follow.
- DIALOG Role: TBD – likely to work with City to facilitate participant discussion.
- City Role: Facilitate participant discussion and advertise.

5. MetroQuest Survey (October 2016)

- What: This is an online survey that uses the MetroQuest platform that both educates on issues and trade-offs, and allows participants to prioritize issues and opportunities. The survey will be posted online and also ideally be available on tablets at the mobile booths that continue into October.
- DIALOG Role: Develop survey with MetroQuest.
- City Role: Post survey link on digital media and advertise broadly (webpage, Facebook, via email blasts, etc).

6. Stakeholder Conversations (October 2016)

- What: These are interactive/conversational sessions ranging in format depending on the stakeholder group, designed to obtain input on vision, goals, and policy directions.
- DIALOG Role: Develop materials for and facilitate some or all sessions (depending on number), in collaboration with the City.
- City Role: Identify specific stakeholder groups and facilitate sessions.

Step 2: Developing the Plan (January-February 2016)

Engagement in Step 2 will obtain feedback from participants on draft vision, goals, and policy directions, and to obtain input that will feed into the development of a draft OCP. Key engagement activities for this stage are:

7. Communications (Ongoing)

- What: This is ongoing communications through digital and print media, continuing to raise awareness and inviting participation in the planning process in advance of key engagement activities.
- DIALOG Role: Provide material and support to City as needed.
- City Role: Continue managing digital and print media updates.

8. Mobile Booths (Late January – early February 2017, with specific dates/events TBD)

- What: The mobile booth will be similar to the one in Step 1, but asking different questions. It will continue to build awareness about the process and opportunities for involvement.
- DIALOG Role: Develop mobile booth materials.
- City Role: Staff mobile booth.

9. Stakeholder Conversations - #2 (January – February 2016)

- What: To maintain consistency, this round of sessions will include the same stakeholder groups included in Step 1, plus additional stakeholders that may have since emerged.
- DIALOG Role: Develop materials for and facilitate some or all sessions (depending on number), in collaboration with the City.
- City Role: Identify specific stakeholder groups and facilitate sessions.

10. Interactive Presentations to PLUC, Council, and Cross-Departmental Staff (February 21 and 27, 2017)

- What: These presentations will provide up to date information to PLUC and Council – as well as staff across departments – on process and outcomes, and will offer the opportunity for input.
- DIALOG Role: Develop presentation and deliver presentations on either February 21 or 27.
- City Role: Deliver presentations on either February 21 or 27.

Step 3: Reviewing and Finalizing the Plan (March-November 2017)

Engagement in Step 3 will obtain feedback from participants on the draft OCP. Key engagement activities for this stage are:

11. Communications (Ongoing)

- What: This is ongoing communications through digital and print media, continuing to raise awareness and inviting participation in the planning process in advance of key engagement activities.
- DIALOG Role: Provide material and support to City as needed.
- City Role: Continue managing digital and print media updates.

12. Public Open House (May 2016)

- What: This event will seek input and offer many opportunities for interaction, including through panels and interactive/tactile stations. It will likely be a come-and-go (i.e. drop-in) event.
- DIALOG Role: Develop all materials for and attend event.
- City Role: Attend and/or help facilitate event and advertise.

13. Online Survey (May 2016)

- What: This will be the second and final online survey that could include either MetroQuest or other (free) platform.
- DIALOG Role: Develop survey content.
- City Role: Post survey link on digital media and advertise.

14. Mobile Booths (May-June 2017)

- What: The mobile booth will be interactive, similar to previous mobile booths. It will also serve to build awareness about the process and opportunities for involvement. It will also direct participants to the online survey.
- DIALOG Role: Develop mobile booth materials.
- City Role: Staff mobile booth.

15. Interactive Presentations to PLUC, Council, and Cross-Departmental Staff (June 6 and 12)

- What: These presentations will provide up to date information to PLUC and Council – as well as staff across departments – on process and outcomes, and will offer the opportunity for input.
- DIALOG Role: Develop presentation and deliver presentations on either June 6 or 12.
- City Role: Deliver presentations on either June 6 or 12.

16. Approvals (August – November 2016)

- DIALOG will be available to attend and (if desired) present at the public hearing and/or key meetings.

D – How does our engagement stack up?

12. Evaluation

The following are potential means to measure the success of the engagement:

- Successful execution of the activities, tools, and techniques described in this Plan
- Number of stakeholder connections – attendees at stakeholder sessions, as well as number of questions received/answered, positive feedback received/acknowledged, negative feedback received/resolved
- Number of survey responses
- Geographical distribution of survey responses
- Representation of survey participation by gender, age, and ethno-cultural qualities
- Number of open house participants
- Number of mobile booth visits and/or interactions
- Number of website visits for project
- Number of shares, comments, likes on social media
- Media pickup – inquiries, articles, mentions, tone, placement, quality, frequency
- Qualitative evaluation through participant questionnaires (i.e. open house and stakeholder conversations)
- Qualitative anecdotal feedback – positive / neutral / negative



APPENDIX A: Summary of Public Participation activities

Colwood Making Waves OCP Engagement Highlights

March 2018

In 2018, Colwood Council will make decisions about updates to the Colwood Official Community Plan that will set the direction for Colwood’s future growth, land use, environmental, economic, social and cultural development.

The Colwood Making Waves OCP update began 2016 with the goal of meaningfully engaging as many community members and stakeholders as possible in the creation of a bold new plan for Colwood. This preliminary report presents an overview of public engagement activities to date.

All engagement activities used IAP2 principles for values-based, decision-oriented and goal-driven public participation. Activities were designed specifically for target audiences (e.g. students, families, seniors, businesses, developers, etc.) to meet people where they are. (More details about IAP2 on page 4.)

Activities were promoted extensively using a wide variety of marketing methods to raise awareness about the process and encourage all Colwood citizens and stakeholders to join the conversation.

Date	Activity	Location	Details	Promotions	Participants
2016					
Jul 9, 2016	Graffiti Vision Boards	Eats & Beats at the Beach	Large white board for people to write ideas for Colwood to raise awareness about the OCP update and gather preliminary info about what is important to people.	Extensive event promotions in print, radio, online and signage.	1500+ members of the public
Sep 18, 2016	Graffiti Vision Boards	Colwood Seaside Festival	Large white board for people to write ideas for Colwood to raise awareness about the OCP update and gather preliminary info about what is important to people.	Extensive event promotions in print, radio, online and signage.	1000+ members of the public
Oct 5, 2016	Staff Workshop	Colwood City Hall	Introduce staff to the process and their part in it, share what is most important, help ensure we hear from as many residents and partners as possible	Email invitation to all Colwood staff: Admin, Eng, Planning, Finance, Public Works, Fire etc	40+ Colwood staff members

Date	Activity	Location	Details	Promotions	Participants
Oct 5, 2016	Council Workshop	Colwood City Hall	Introduce Council to the process, key dates and tools that will be used to gather input. Provide input about their priorities.	Email invitation to all members of Council.	9 Colwood Council and staff members
Oct 11, 2016	News Release: Colwood invites residents to make some waves to create a new community plan	Colwood website, social media and media partners	Earned media - Goldstream News: Colwood seeks input as it prepares for growth	Email to media distribution list, post on Colwood website and social media	10,000+ media distribution
Oct 20, 2016	OCP Steering Committee	Colwood City Hall		Auto email to subscribers, personal email to participants, print ads, web and social media	20+ members/ stakeholders
Oct 21, 2016	OCP Sounding Boards	Red Barn Market, Royal Bay Bakery, Bitez Sandwich Bar, West Shore Parks & Recreation, JdF Library, City Hall	Stand-alone sounding boards were placed in several locations to raise awareness about the project, meet people where they are, and allow for input 'in the moment'.	Work with local businesses to post boards, promote on web and social media	
Oct 21, 2016	Colwood Connection Newsletter	Direct mail to all Colwood addresses, avail at local venues	Intro to OCP update, why it's important, ways to get involved.	Email to media distribution list, post on Colwood website and social media	7700 newsletters direct to residents/ businesses
Oct 27, 2016	Talk Back Night: Making Waves Kickoff Conversation	Royal Bay Secondary School	Where would you create town centres in Colwood? Which natural features are important to preserve in Colwood as our community grows? Are there areas where new development makes sense to you? What steps can we take to improve traffic and transportation	Email invites, print ads, signage, web and social media, facebook event page, Council mtg mentions	60+ residents and stakeholders

Date	Activity	Location	Details	Promotions	Participants
			choices? How would you like to see Colwood's waterfront protected and enjoyed? Read the conversation overview		
Oct 31, 2016	News Release: Sixty people turn out to talk about town centres in Colwood	Colwood website, social media and media partners	Earned media: Colwood needs to create identify: planning expert	Email to media distribution list, post on Colwood website and social media	10,000+ media distribution
Nov 3, 2016	Speaker's Talk Back Night: Wild in the City with Will Marsh	Royal Bay Secondary School	How do cities create neighbourhoods that enhance quality of life, integrate into the local landscape, and preserve natural features? What are the benefits? What are the tradeoffs? Read the conversation overview	Email invites, print ads, signage, web and social media, facebook event page, Council mtg mentions	70+ residents and stakeholders
Nov 17, 2016	Speaker's Talk Back Night: Successful Cities with Dave Witty	Royal Bay Secondary School	What makes a great city? What kind of City do you want Colwood to be? Can you envision town centres in Colwood that would make you want to wander and explore, socialize and relax? What steps do we need to take to make it happen? Read the conversation overview	Email invites, print ads, signage, web and social media, facebook event page, Council mtg mentions	70+ residents and stakeholders
Nov 2016 to Jan 2017	Making Waves Survey	Interactive online survey	Respondents were able to drag their priorities to the top of the list to define Colwood's identity, mark special places and future growth areas on a map and select images that best represent their vision for growth in Colwood.	Promoted through ads, newsletters, direct contest mail to all Colwood addresses	1300 + responses
Dec 7, 2016	Christmas Light Up	Colwood City Hall	Stakeholder conversations at staffed booth		400+ attendees
2017					

Date	Activity	Location	Details	Promotions	Participants
Jan 18, 2017	News Release: <u>Colwood hosts Big Ideas Fair to set a course for the future</u>		Earned media: <u>Numerous big ideas brought forward at Colwood fair</u>		
Jan 24, 2017	Student Workshops	Dunsmuir Middle School and Royal Bay Secondary School	Staff worked with students to do asset mapping, and discuss their “big ideas” for the future of Colwood	Direct contact through teaching staff.	60 students
Jan 24, 2017	JdF Seniors Storytelling Lunch	Juan de Fuca Seniors Centre	Staff attended seniors’ luncheon to introduce the project and collect stories about Colwood’s past, and aspirations for its future.	Notice in seniors newsletter, signs on site.	50+ seniors
Jan 25, 2017	1st Business & Development Workshop	Juan de Fuca Field House	Overview of the plan followed by discussion to encourage participation in Making Waves events	Personal email invitation to all members of the Colwood development community	40+ members of business & development community
Jan 25, 2017	Making Waves Mobile Booth	West Shore Parks & Recreation	Staffed mobile information booth. Meet people where they are, share information, raise awareness about the OCP update and engage them in conversation.	Pop up mobile booths to involve people on the spot.	100+ rec centre users
Jan 26, 2017	Making Waves Mobile Booth	Tim Horton’s Colwood	Staffed mobile information booth. Meet people where they are, share information, raise awareness about the OCP update and engage them in conversation.	Pop up mobile booths to involve people on the spot.	100+ passersby
Jan 26, 2017	Making Waves Mobile Booth	West Shore Parks & Recreation	Staffed mobile information booth. Meet people where they are, share information, raise awareness about the OCP update and engage them in conversation.	Pop up mobile booths to involve people on the spot.	100+ rec centre users

Date	Activity	Location	Details	Promotions	Participants
Jan 26, 2017	Stakeholder conversation Colwood School Parent Advisory Committee	Colwood Elementary School	Family perspective on the strengths, weaknesses, opportunities, and threats in making Colwood an exceptional community for children in the future.	Direct contact with school administrators and PAC leaders.	10 parents
Jan 27, 2017	Making Waves Mobile Booth	Hatley Plaza	Staffed mobile information booth. Meet people where they are, share information, raise awareness about the OCP update and engage them in conversation.	Pop up mobile booths to involve people on the spot	50+ passersby
Jan 28, 2017	<u>Big Ideas Fair</u>	Royal Bay Secondary School	All day drop in event with fun and interactive stations	Email invites, print ads, earned media, signage, web and social media, facebook event page, Council mtg mentions	
Feb 2017	<u>Colwood Connection Newsletter</u>	Direct mail to all Colwood addresses, avail at local venues	Report back on overview of themes gathered from stakeholders to date.		7700 newsletters direct to Colwood residents / businesses
Feb 16, 2017	OCP Steering Committee	Colwood City Hall	Open membership to encourage broad involvement in the OCP.	Auto email to subscribers, personal email to participants, print ads, web and social media	20+ members/ stakeholders
May 11, 2017	Elementary Student worksheets	Local elementary school	Interactive worksheet to teach students about OCP	Provide to teachers for classroom use	300+ students
May 18, 2017	OCP Steering Committee	Colwood City Hall	Open membership to encourage broad involvement in the OCP.	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ members/ stakeholders
Jun 13, 2017	<u>Making Waves Beach Event</u>	Beach Food event on Ocean Boulevard	Review draft vision and goal statements. Work with graphic facilitator to sketch growth in Colwood.	Email invites, print ads, earned media, signage, web and social media, facebook event page, Council mtg mentions	50+ attendees

Date	Activity	Location	Details	Promotions	Participants
Jul 20, 2017	OCP Steering Committee	Colwood City Hall	Open membership to encourage broad involvement in the OCP.	Auto email to subscribers, personal email to participants, print ads, web and social media	20+ members/ stakeholders
Sep 18, 2017	Advertorial re: Trees & Topography Blasting the landscape: rethinking development in natural areas	Published on the City website and in the Goldstream News	1 st in a series of 4 engaging ‘advertorials’ to inform community members about OCP directions established by community input	Printed in the Goldstream News, City website, to subscribers, social media, noted at City meetings	10,000+ media and social media distribution
Sep 21, 2017	OCP Steering Committee	Colwood City Hall	Open membership to encourage broad involvement in the OCP.	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ members/ stakeholders
Sep 25, 2017	Advertorial re: Town Centres What makes a great public place – and how to create one in your community	Published on the City website and in the Goldstream News	2 nd in a series of 4 engaging ‘advertorials’ to inform community members about OCP directions established by community input	Printed in the Goldstream News, City website, to subscribers, social media, noted at City meetings	10,000+ media and social media distribution
Oct 2, 2017	Advertorial re: Tidelines Waterfronts: vibrant people places or protected natural areas?	Published on the City website and in the Goldstream News	3 rd in a series of 4 engaging ‘advertorials’ to inform community members about OCP directions established by community input	Printed in the Goldstream News, City website, to subscribers, social media, noted at City meetings	10,000+ media and social media distribution
Oct 6, 2017	Advertorial re: Transportation Increasing your step count: planning neighbourhoods where sitting in	Published on the City website and in the Goldstream News	4 th in a series of 4 engaging ‘advertorials’ to inform community members about OCP directions established by community input	Printed in the Goldstream News, City website, to subscribers, social media, noted at City meetings	10,000+ media and social media distribution

Date	Activity	Location	Details	Promotions	Participants
	traffic is not the only choice				
Oct 18, 2017	Songhees First Nation - OCP Presentation	Songhees Wellness Centre	Present an overview of the preliminary themes emerging in the OCP		10 Songhees Council/ Colwood staff
Nov 9, 2017	News Release: Colwood's New DRAFT Official Community Plan is ready for your review	Colwood website, social media and media partners	Earned media - Goldstream News: Colwood braces for density in community plan	Email to media distribution list, post on Colwood website and social media	10,000+ media distribution
Nov 16, 2017	OCP Steering Committee	Colwood City Hall	Open membership to encourage broad involvement in the OCP.	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ members/ stakeholders
Nov 27, 2018	2nd Business & Development Workshop	Juan de Fuca Field House	Overview of the plan followed by discussion to encourage participation in Making Waves events		40+ members of business & development community
Dec 6, 2017	Christmas Light Up	Colwood City Hall	Overview of draft OCP, conversation with residents/stakeholders	Email invites, print ads, earned media, signage, web and social media, facebook event page	400+ attendees
2018					
Jan 18, 2018	OCP Steering Committee	Colwood City Hall	Open membership to encourage broad involvement in the OCP.	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ members/ stakeholders
Feb 13, 2018	Council Meeting	Colwood City Hall	Draft OCP presented. Granted first reading	Auto email to subscribers, personal email to participants, print ads, web and social media	20+ attendees
Mar 19, 2018	Committee of the Whole		Presentation by Mark Holldand on behalf of developers stakeholder group	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ attendees

Colwood core values for public participation:

1. Based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Includes the promise that the public’s contribution will influence the decision
3. Promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers
4. Seeks out and facilitate the participation of those potentially affected by or interested in a decision
5. Seeks input from participants in designing how they participate
6. Provides participants with the information they need to participate in a meaningful way
7. Communicates to participants how their input affected the decision.

The Making Waves OCP process utilized four levels of engagement, depending on the target group and planning stage:

- Inform – provide balanced and objective information for better understanding of the project;
- Consult – obtain feedback;
- Involve – work to ensure concerns and aspirations are understood and considered; and
- Collaborate – partner in the development of alternatives and solutions.

While the level of community engagement varies throughout the process – ranging from “inform” in providing information on issues and best practices, to “collaborate” in creating a refreshed vision for the OCP – it is expected that most engagement pertaining to decision-making will reach the “**involve**” level, with the commitment to the community being as follows:

	Inform	Consult	Involve	Collaborate	Empower
Engagement Objective	To provide information to support citizens’ understanding of initiatives	To obtain citizens’ feedback on alternatives and/or decisions	To work with citizens to ensure their concerns and expectations are understood throughout the process	To partner with citizens to identify common ground for action and solutions	To place final decision-making in the hands of citizens

<p>Commitment to Citizens</p>	<p>To provide accurate information in a timely manner</p>	<p>To listen and acknowledge citizens’ concerns and provide feedback on how their input influenced the decision</p>	<p>To engage citizens in exchanging information, ideas and concerns and provide feedback on how the input is reflected in the final decision</p>	<p>To seek advice, ideas or concerns from citizens’ and use the feedback in decision-making to the maximum extent possible</p>	<p>To work collaboratively with citizens to implement what was agreed-upon</p>
--------------------------------------	---	---	--	--	--