

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, First Nations, business owners, developers, etc.) and to meet people where they are rather than requiring them to go out of their way to participate. (More details about IAP2 on page 8.)

Engagement activities were promoted extensively using a wide variety of marketing methods including signage, newspaper ads, direct mail postcards and newsletters, radio mentions, and web and social media channels. Promotional efforts were not intended to be data collection opportunities, but were focused on raising awareness about the process and encouraging all Colwood citizens and stakeholders to join the conversation.

There were three phases in the Colwood Official Community Plan project



#	Date	Activity	Location	Details	Promotions	Participants
PHASE 1 – OUTLINE PRIORITIES AND BOLD IDEAS FOR COLWOOD						
1	Jul 9, 2016	Graffiti Vision Boards	Eats & Beats at the Beach	Large white board to gather preliminary input about Colwood and raise awareness about the OCP update	Extensive event promotions in print, radio, online and signage	1500+ members of the public
2	Sep 18, 2016	Graffiti Vision Boards	Colwood Seaside Festival	Large white board to gather preliminary input about Colwood and raise awareness about the OCP update	Extensive event promotions in print, radio, online and signage	1000+ members of the public
3	Sep 2016	Interviews	Telephone and in person	Asked for resident input into how they would like to participate in the process		7 residents
4	Oct 5, 2016	Staff Workshop	Colwood City Hall	Introduce staff to the process and their part in it, record their current and	Email invitation to all Colwood staff:	40+ Colwood staff members

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				future state input, engage them in getting the word out to as many residents and partners as possible	Admin, Eng, Planning, Finance, Public Works, Fire etc	
5	Oct 5, 2016	Council Workshop	Colwood City Hall	Involve Council by introducing the process, key dates and tools that will be used to gather input about their priorities for Colwood and the OCP	Email invitation to members of Council	9 Colwood Council and staff members
6	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	Inform residents and stakeholders through 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
7	Oct 20, 2016	OCP Steering Committee	Colwood City Hall	Collaborate with residents and stakeholders through open membership to encourage broad understanding and involvement in decisions about the OCP	Auto email to subscribers, personal email to participants, print ads, web and social media	20+ members/ stakeholders
8	Oct 21, 2016	OCP Sounding Boards	Red Barn Market, Royal Bay Bakery, Bitez Sandwich Bar, West Shore Parks & Recreation, JdF Library, City Hall	Involve residents and stakeholders through stand-alone sounding boards to raise awareness about the project, meet people where they are, and allow for OCP input about 'in the moment'.	Work with local businesses to post boards, promote on web and social media	200+ responses
9	Oct 21, 2016	Colwood Connection Newsletter	Direct mail to all Colwood addresses, avail at local venues	Inform all Colwood property owners about the OCP update, impacts, and ways to get involved	Email to media distribution list, post on Colwood website and social media	7700 newsletters direct to residents/ businesses
10	Oct 27, 2016	Talk Back Night: Making Waves Kickoff Conversation	Royal Bay Secondary School	Collaborate with residents and stakeholders through a presentation by urban/landscape planning experts to deepen understanding and perspectives about cities, planning and design, followed by in depth discussion of priorities and trade-offs specific to Colwood. Read the conversation overview	Email invites, print ads, signage, web and social media, facebook event page, Council mtg mentions	60+ residents and stakeholders
11	Oct 31, 2016	News Release: Sixty people turn out to talk	Colwood website, social media and media partners	Inform residents and stakeholders through earned media: Colwood	Email to media distribution list, post on	10,000+ media distribution

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		about town centres in Colwood		needs to create identify: planning expert	Colwood website and social media	
12	Nov 3, 2016	Speaker's Talk Back Night: Wild in the City with Will Marsh	Royal Bay Secondary School	Collaborate with residents and stakeholders through a presentation by urban/landscape planning experts to deepen understanding and perspectives about cities, planning and design, followed by in depth discussion of priorities and trade-offs specific to Colwood Read the conversation overview	Email invites, print ads, signage, web and social media, facebook event page, Council mtg mentions	70+ residents and stakeholders
13	Nov 17, 2016	Speaker's Talk Back Night: Successful Cities with Dave Witty	Royal Bay Secondary School	Collaborate with residents and stakeholders through a presentation by urban/landscape planning experts to deepen understanding and perspectives about cities, planning and design, followed by in depth discussion of priorities and trade-offs specific to Colwood Read the conversation overview	Email invites, print ads, signage, web and social media, facebook event page, Council mtg mentions	70+ residents and stakeholders
14	Nov 2016 to Jan 2017	Making Waves Survey	Interactive online survey	Involve residents and stakeholders through an online survey to educate on issues and trade-offs and allow participants to priorities issues and opportunities regarding Colwood's identity, features and future growth areas	Direct mail to all Colwood addresses, as well as ads, newsletter articles and web and social media channels	1300 + responses
15	Dec 7, 2016	Christmas Light Up	Colwood City Hall	Involve residents and stakeholders through conversations at staffed booth	Extensive event promotions	400+ attendees
16	Jan 18, 2017	News Release: Colwood hosts Big Ideas Fair to set a course for the future	Colwood website, social media and media partners	Inform residents and stakeholders through earned media: Numerous big ideas brought forward at Colwood fair	Email to media distribution list, post on Colwood website and social media	10,000+ media distribution
17	Jan 24, 2017	Student Workshops	Dunsmuir Middle School and Royal Bay Secondary School	Collaborate with students to do asset mapping, record their "big ideas" and discuss potential impacts and trade-offs	Direct contact through teaching staff	60 students

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18	Jan 24, 2017	JdF Seniors Storytelling Lunch	Juan de Fuca Seniors Centre	Involve seniors by collecting stories about Colwood's past and aspirations for its future at a seniors' luncheon	Notice in seniors newsletter, signs on site	50+ seniors
19	Jan 25, 2017	1st Business & Development Workshop	Juan de Fuca Field House	Involve business and development stakeholders through interactive discussion to obtain input on vision, goals, and policy directions and encourage further participation in the process	Email invitation to developers with recent or active applications and through professional organizations and the Chamber of Commerce	40+ members of business & development community
20	Jan 25, 2017	Making Waves Mobile Booth	West Shore Parks & Recreation	Involve residents and stakeholders who may not otherwise participate in a civic process, designed to engage people where they are, raise awareness about the OCP, and obtain input on priorities and issues.	Mobile booths in highly visible locations to reach a broad audience and involve people on the spot	100+ rec centre users
21	Jan 26, 2017	Making Waves Mobile Booth	Tim Horton's Colwood	Involve residents and stakeholders who may not otherwise participate in a civic process, designed to engage people where they are, raise awareness about the OCP, and obtain input on priorities and issues	Mobile booths in highly visible locations to reach a broad audience and involve people on the spot	50+ conversations
22	Jan 26, 2017	Making Waves Mobile Booth	West Shore Parks & Recreation	Involve residents and stakeholders who may not otherwise participate in a civic process, designed to engage people where they are, raise awareness about the OCP, and obtain input on priorities and issues	Mobile booths in highly visible locations to reach a broad audience and involve people on the spot	100+ rec centre users
23	Jan 26, 2017	Stakeholder conversation Colwood School Parent Advisory Committee	Colwood Elementary School	Involve Colwood parents to obtain a 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
24	Jan 27, 2017	Making Waves Mobile Booth	Hatley Plaza	Involve residents and stakeholders who may not otherwise participate in a	Mobile booths in highly visible	50+ conversations

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				civic process, designed to engage people where they are, raise awareness about the OCP, and obtain input on priorities and issues	locations to reach a broad audience and involve people on the spot	
25	Jan 28, 2017	Big Ideas Fair	Royal Bay Secondary School	Involve residents and stakeholders in an all day event with interactive stations: graphic facilitator to visually express ideas, floor map to allow specificity while broadening geographic understanding, budget decisions to clarify priorities and consider trade-offs, in their shoes to consider differing perspectives, big ideas photo station, drawing station for kids, childcare for parents of young kids	Email invites, print ads, earned media, signage, web and social media, facebook event page, Council meeting mentions	200+ attendees
26	Feb 2017	Colwood Connection Newsletter	Direct mail to all Colwood addresses, avail at local venues	Inform residents and stakeholders by reporting back on overview of themes gathered to date		7700 newsletters direct to Colwood residents / businesses
27	Feb 16, 2017	OCP Steering Committee	Colwood City Hall	Collaborate with residents and stakeholders through open membership to encourage broad understanding and involvement in decisions about the OCP	Auto email to subscribers, personal email to participants, print ads, web and social media	20+ members/ stakeholders
28	May 11, 2017	Elementary Student worksheets	Local elementary schools	Involve young students (and by extension, their parents) through an interactive worksheet to learn about the OCP and gather input on what is important to them	Provide to teachers for classroom use	300+ students
29	May 18, 2017	OCP Steering Committee	Colwood City Hall	Collaborate with residents and stakeholders through open membership to encourage broad understanding and involvement in decisions about the OCP	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ members/ stakeholders
PHASE 2 – DEVELOP THE PLAN TOGETHER						
30	Jun 13, 2017	Making Waves Beach Event	Beach Food event on Ocean Boulevard	Involve residents and stakeholders in in-depth discussion of draft goals and policy directions to	Email invites, print ads, earned media,	50+ attendees

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				explore trade-offs and potential impacts, including a graphic facilitator to help visualize the outcome of decisions about growth in Colwood	signage, web and social media, facebook event page, Council mtg mentions	
31	Jul 20, 2017	OCP Steering Committee	Colwood City Hall	Collaborate with residents and stakeholders through open membership to encourage broad understanding and involvement in decisions about the OCP	Auto email to subscribers, personal email to participants, print ads, web and social media	20+ members/ stakeholders
32	Sep 18, 2017	Advertorial 1: Trees & Topography Blasting the landscape: rethinking development in natural areas	Published on the City website and in Goldstream Gazette online and print publications	Inform residents and stakeholders about policy directions emerging from community and stakeholder input into the OCP through a series of 4 advertorials designed to encourage feedback	Goldstream News electronic and print, City website, email to subscribers, social media, noted at City meetings	10,000+ media distribution
33	Sep 21, 2017	OCP Steering Committee	Colwood City Hall	Collaborate with residents and stakeholders through open membership to encourage broad understanding and involvement in decisions about the OCP	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ members/ stakeholders
34	Sep 25, 2017	Advertorial 2: Town Centres What makes a great public place – and how to create one in your community	Published on the City website and in Goldstream Gazette online and print publications	Inform residents and stakeholders about policy directions emerging from community and stakeholder input into the OCP through a series of 4 advertorials designed to encourage feedback	Goldstream News electronic and print, City website, email to subscribers, social media, noted at City meetings	10,000+ media distribution
35	Oct 2, 2017	Advertorial 3: Tidelines Waterfronts: vibrant people places or protected natural areas?	Published on the City website and in Goldstream Gazette online and print publications	Inform residents and stakeholders about policy directions emerging from community and stakeholder input into the OCP through a series of 4 advertorials designed to encourage feedback	Goldstream News electronic and print, City website, email to subscribers, social media, noted at City meetings	10,000+ media distribution
36	Oct 6, 2017	Advertorial re: Transportation Increasing your step count: planning neighbourhoods	Published on the City website and in Goldstream Gazette online and print publications	Inform residents and stakeholders about policy directions emerging from community and stakeholder input into the OCP through a series of 4	Goldstream News electronic and print, City website, email to subscribers, social media,	10,000+ media distribution

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		where sitting in traffic is not the only choice		advertorials designed to encourage feedback	noted at City meetings	
37	Oct 18, 2017	First Nation OCP Presentation	Songhees Wellness Centre (offered to other local Nations as well)	Involve First Nations through overview of emerging OCP themes, obtain input regarding values, priorities, impacts and future collaboration	Invitation	10 Songhees Council/ Colwood staff
38	Nov 9, 2017	News Release: Colwood's New DRAFT Official Community Plan is ready for your review	Colwood website, social media and media partners	Inform residents and stakeholders through earned media: Colwood braces for density in community plan	Email to media distribution list, post on Colwood website and social media	10,000+ media distribution
39	Nov 16, 2017	OCP Steering Committee	Colwood City Hall	Collaborate with residents and stakeholders through open membership to encourage broad understanding and involvement in decisions about the OCP	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ members/ stakeholders
PHASE 3 – REVIEW & FINALIZE THE PLAN						
40	Nov 27, 2018	2nd Business & Development Workshop	Juan de Fuca Field House	Involve business and development stakeholders through interactive discussion about the draft plan: specific concerns, priorities and implementation considerations, and encourage further participation in the process	Email invitation to developers with recent or active applications and through professional organizations and the Chamber of Commerce	40+ members of business & development community
41	Dec 6, 2017	Colwood Christmas Light Up Event	Colwood City Hall	Involve residents and stakeholders through overview and discussion of key directions in the draft OCP	Email invites, print ads, earned media, signage, web and social media, facebook event page	400+ attendees
42	Dec 11, 2017	OCP Presentation at public Committee of the Whole meeting	Colwood City Hall	Involve Council, residents and stakeholders in conversation about the draft plan to encourage understanding of the draft goals and policies, and encourage ongoing feedback and input.	Email invites, public notices, web and social media posts.	40+ attendees

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43	Jan 18, 2018	OCP Steering Committee	Colwood City Hall	Collaborate with residents and stakeholders through open membership to encourage broad understanding and involvement in decisions about the OCP	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ members/ stakeholders
44	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
45	Feb 21, 2018	Draft OCP sent to over 20 stakeholder agencies for input	Direct to stakeholders	Draft OCP sent to over 20 stakeholders for input	Referral to stakeholder agencies	20+ agencies
46	Mar 19, 2018	Special Committee of the Whole presentation by stakeholders	Colwood City hall	Presentation by developers stakeholder group with public participation	Auto email to subscribers, personal email to participants, print ads, web and social media	30+ attendees
More to come...additional public meetings, input and conversations with stakeholders, public hearings and ongoing feedback encouraged.						

Colwood's commitment to public participation

In 2014, Colwood Council adopted a Public Participation Policy based on principles set forth by the International Association of Public Participation, known as IAP2.

The policy outlines the City's commitment to: informing and involving citizens in decisions that affect their quality of life and their community; reporting back to citizens on how their views were considered in decision making; and transparent public processes that are supported by factual information, and are inclusive of the diverse viewpoints within Colwood.

IAP2 principles were at the foundation of the Making Waves Official Community Plan project that began in October 2016.

Understanding the IAP2 Spectrum of Engagement

IAP2 is based on a spectrum of engagement that ranges from informing people, to empowering participants by placing decision-making in their hands. The spectrum is supported by a set of core values and a code of ethics to define expectations and enhance the integrity of the process.

Determining which level of engagement is required depends upon the decision Colwood Council must make. For example, the City informs residents when, where and why road repairs will be taking place. However, if improvements to sidewalks and cycling lanes are being considered, the City will work to collaborate with residents to incorporate their ideas and concerns into the plan.

It is important to note that when members of the public state that they are a stakeholder who has an interest in the outcome of the decision, they also have a responsibility, as shown in the third row below.

Levels of engagement in the Colwood Official Community Plan process

The level of community engagement ranged from informing - providing information about opportunities, issues, outcomes and best practices, to collaborating on the vision, goals, directions, and policies included in the updated OCP.

The City's stated commitment in the 2016 Official Community Plan Update Communications and Engagement Plan is as follows:

"We will work with stakeholders to ensure their priorities and aspirations are understood and considered in the Official Community Plan, and will report back regularly to demonstrate how public input influenced the development of the plan."

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

- Inform** – provide balanced and objective information for better understanding of the project.
 Some examples include the Making Waves web page, Colwood Connection newsletters, public news releases, and updates shared online and through the local media.
- Consult** – obtain feedback on alternatives or decisions.
 Some examples include things like sounding boards, surveys, and stakeholder conversations at mobile booths, the seniors centre, local schools, community events and through online input.
- Involve** – work to ensure concerns and aspirations are understood and considered.
 Some examples include things like talk back nights, workshops with specific stakeholder groups, and the Big Ideas Fair
- Collaborate** – partner in the development of alternatives and solutions.
 Some examples include the OCP Steering Committee, and conversations with those who provided direct input to shape revisions to the plan.

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

Participant Commitment	To become informed	To provide feedback	To be open to other points of view and work with staff and other members of the public	To put aside personal agendas and participate in discussion	To work with staff to implement agreed upon decisions
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Analyzing and incorporating input into the plan

Input gathered from the public and stakeholders was 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 was also aligned with technical data about Colwood’s transportation network and its ecology, including landscaping, storm water management, hillside-shoreline guidelines, and open space development.

Providing feedback

Reporting back to participants and the community was critical to demonstrate how their input has been considered and used to shape the plan. More than simply acknowledging the issues identified, explanations were provided about how and where specific issues and ideas were considered.

Summary data was posted on the project website and shared publicly after each public participation event. It explained how participants were identified; what information was disseminated; how input was received and analyzed; an overview of comments and issues, and any resulting recommendations being made.

Interim updates to Council, the steering committee and the broader public offered reminders about the decision making process, clarified timelines, and highlighted trade-offs to reiterate the multifaceted impacts of decision making.