



#OURWK: Shifting the Communications and Engagement Strategy

Part 1: How We Can Shift Our Outreach

Many of the originally planned outreach activities for the development of the Community Vision remain viable during COVID-19. We can adjust by shifting some outreach to better suit the digital environment while still maintaining ways to connect with people through non-digital means (e.g., phone, newspaper, signage, targeted mailings, drop-offs, face-to-face contact adhering to physical distancing guidelines, etc.).

The table below outlines the originally planned outreach methods and indicates what could shift to reflect COVID-19 conditions.

Table 1. Shifting the Planned Outreach Methods

Category	Originally Anticipated Tools	What's the Shift?	Status
Digital Outreach	<ul style="list-style-type: none"> Project Website 	<ul style="list-style-type: none"> Minor content modifications Potentially more content turnover to keep materials fresh 	Enhance
	<ul style="list-style-type: none"> Social Media Posts 	<ul style="list-style-type: none"> Minor content modifications Potentially more frequent posting Potentially more engaging content – questions, polls, etc. 	Enhance
	<ul style="list-style-type: none"> Photo Contest 	<ul style="list-style-type: none"> Possibly minor modifications to create a “challenge” for photo contest 	Tweak
	<ul style="list-style-type: none"> Mini Videos 	<ul style="list-style-type: none"> Potentially increased use to offset loss of other options Potential to work with Communications Team to link to Daily Download series 	Enhance
	<ul style="list-style-type: none"> E-Notifications 	<ul style="list-style-type: none"> Continue as planned Minor content changes 	Continue
	<ul style="list-style-type: none"> Calendar Items 	<ul style="list-style-type: none"> Continue as planned Fewer “events” but possibly other types of activities 	Tweak
	<ul style="list-style-type: none"> Public Computer Links 	<ul style="list-style-type: none"> Hold until public locations reopen 	Hold
	<ul style="list-style-type: none"> Wifi at JBMAC 	<ul style="list-style-type: none"> Hold until public locations reopen 	Hold

Category	Originally Anticipated Tools	What's the Shift?	Status
	<ul style="list-style-type: none"> Questionnaire Incentive Prize 	<ul style="list-style-type: none"> Continue as planned (when questionnaire proceeds) 	Continue
Print Outreach	<ul style="list-style-type: none"> Media Release 	<ul style="list-style-type: none"> Continue as planned 	Continue
	<ul style="list-style-type: none"> Westside Weekly Ads 	<ul style="list-style-type: none"> Continue as planned 	Continue
	<ul style="list-style-type: none"> WK Rec Guide 	<ul style="list-style-type: none"> Continue as planned 	Continue
	<ul style="list-style-type: none"> Project Cards 	<ul style="list-style-type: none"> Potentially hold until in-person events resume or distribute as part of stakeholder packages 	Hold
	<ul style="list-style-type: none"> Large-scale signs / banners / flags 	<ul style="list-style-type: none"> Use as backdrops to any video production Post when in-person activities resume 	Tweak
	<ul style="list-style-type: none"> Printed Posters 	<ul style="list-style-type: none"> Post as planned in outdoor locations (e.g., parks, transit) Hold some until public locations reopen 	Tweak
	<ul style="list-style-type: none"> Vehicle Magnets 	<ul style="list-style-type: none"> Continue as planned 	Continue
	<ul style="list-style-type: none"> #OURWK Blocks 	<ul style="list-style-type: none"> Use as backdrops to any video production 	Tweak
	<ul style="list-style-type: none"> T-Shirts 	<ul style="list-style-type: none"> Have project representatives wear during videos Use for in-person activities or other opportunities when available 	Tweak
	<ul style="list-style-type: none"> Stickers 	<ul style="list-style-type: none"> Hold until in-person activities resume 	Hold
People & Word of Mouth	<ul style="list-style-type: none"> Community Leaders Kit 	<ul style="list-style-type: none"> As planned with minor modifications Potential "digital" version Information / content delivered through online meetings Potential for delivery drop-off at people's doors to limit interaction 	Tweak
	<ul style="list-style-type: none"> City Leadership 	<ul style="list-style-type: none"> Continue as planned Potentially increase video information delivered from senior staff / mayor / council 	Continue
	<ul style="list-style-type: none"> School District 	<ul style="list-style-type: none"> Proceed with contact to 	

Category	Originally Anticipated Tools	What's the Shift?	Status
		School District to understand potential opportunities / limitations based on current path	Continue
	<ul style="list-style-type: none"> Youth 	<ul style="list-style-type: none"> Seek opportunities to connect with youth leaders Query opportunities through youth leadership groups / school district 	Continue

Other Ideas To Consider:

- ▶ Mail-out of key information – potentially in alignment with other planned City mail-out to manage costs
- ▶ Planned drop of information to key locations where populations may have lower access to internet (e.g., seniors housing, foodbank)
- ▶ Posters, temporary banners, flyers, or cards at open locations (e.g., grocery stores)
- ▶ Direct phone outreach to stakeholders to encourage their participation and identify opportunities to connect with the community
- ▶ Radio outreach to inform people who might not be online
- ▶ Paid advertisement in high-traffic platforms that may be receiving increase use with physical distancing measures (e.g., Facebook, music streaming providers).

Part 2: How We Can Shift Our Engagement Activities

The original planned engagement activities were intended to provide a range of participation opportunities and facilitate input from many voices. The below table outlines the proposed shift to the engagement activities in context of current Provincial Health recommendations.

Table 2. Shifting the Planned Engagement Activities

Planned Activity	Intent	What's the Shift?	Status
Community Questionnaire #1 (MetroQuest)	<ul style="list-style-type: none"> Key input tool for collecting ideas, perspectives, and concerns of West Kelowna residents for their future in the next 20 years All participants 	<ul style="list-style-type: none"> Remains valid as the primary tool for capturing public input Refinements to questions to acknowledge the current 	Continue

Planned Activity	Intent	What's the Shift?	Status
	<p>encouraged to complete a questionnaire</p> <ul style="list-style-type: none"> All activities and outreach designed to direct participants to the questionnaire 	situation	
Community Pop-up Series	<ul style="list-style-type: none"> Reach people where they are including at key events, locations around town, in schools, at retirement residences Connect with people who might not otherwise be aware of the project Raise awareness and direct people to Questionnaire #1 Answer questions Provide fun and interactive activities for "quick inputs" 	<ul style="list-style-type: none"> Phone & Email Outreach: mobilize stakeholder groups to raise awareness through their networks. Provide details about their role in a successful engagement process. "At Home" Activity Series: include interactive opportunities for families and participants of all ages – e.g., colouring and/or story writing for children, digital scavenger hunt, video challenge for teens and adults Outreach to SD#23: understand educational services for the remainder of the year and determine if there might be ways to connect with teachers, students, and parents 	Tweak

Planned Activity	Intent	What's the Shift?	Status
		<ul style="list-style-type: none"> • Targeted Info-drops: e.g., paper questionnaires, project cards, key questions to people in assisted living or retirement complexes, locations serving vulnerable populations (e.g., food bank), or by request • Weekly Question: aimed at encouraging people to submit their ideas/comments online. Collect comments weekly and post findings for all to see. Could be a "Challenge" question that asks participants to creatively consider how they might "solve" a current issue in the community. • Weekly "Backgrounder" Release: choose one topic to promote weekly and collect feedback on it • "Appropriately-Distanced" Pop-ups: potential for some in- person pop-ups to be considered based on current health guidelines 	

Planned Activity	Intent	What's the Shift?	Status
Attendance at Stakeholder Meetings or Activities	<ul style="list-style-type: none"> • Connect with key organizations or groups to encourage their membership to participate (e.g., GWBOT, Lions, Spots Groups, Rotary, etc.) 	<ul style="list-style-type: none"> • Connect Online: Move meetings to be hosted as digital / conference / phone meetings (hosted by project team or by organization) 	Tweak
Static Stations	<ul style="list-style-type: none"> • Activities posted around the community where people can provide a comment for others to see (e.g., scrawl walls, post-it stations, visioning boards, etc.) • Originally envisioned for public locations like municipal hall, recreation centres, food bank, libraries or other public areas 	<ul style="list-style-type: none"> • Relocation: move some activities to locations that remain publicly accessible (e.g., waterfront walkway, major parks, outside grocery stores) • Refined Questions: Tailor questions to encourage participants to share positive messages (related to visioning topic) with one another • Safe Participation: As possible, find "safe" ways to support input (e.g., no shared pens or materials) • Drop Boxes: Develop visioning or message cards that can be dropped or mailed • Public Updates: interim posts so share what people are saying online for everyone to see 	Tweak
Community Forum Event	<ul style="list-style-type: none"> • Public event with interactive, hands on 	<ul style="list-style-type: none"> • A larger event is unlikely to 	Change

Planned Activity	Intent	What's the Shift?	Status
	<p>activities to facilitate deeper conversations</p> <ul style="list-style-type: none"> • Speakers to inspire participants • Opportunities for participants to interact with the project team and other members of the community • Cultivate a better understanding of the range of opinions in the community 	<p>proceed in the initial round of engagement with physical distancing measures in place, so alternative measures will need to be pursued</p> <ul style="list-style-type: none"> • "Ask & Answer" Series: participants write or call-in questions that are collected each week and the project team selects top questions to respond to via video (preferred) or writing each week supporting a two-way exchange • "Coffee Talks" Series: participants sign-up for and attend a smaller-group meeting on a topic that matters to them, similar to a small-group breakout in a workshop setting (online or in person pending changes to physical distancing guidelines) • "Video Speaker" Series: speakers are videoed and posted. Could be inspirational 	

Planned Activity	Intent	What's the Shift?	Status
		<p>speakers, mayor and council, key staff, community leaders, or others who have a message to share about visioning for West Kelowna</p> <ul style="list-style-type: none"> • Interactive Website Content: posts of information and input on a regular basis 	