



ECONOMIC DEVELOPMENT COMMITTEE REPORT

Development Services
For the July 8, 2020 Meeting

DATE: June 24, 2020

TO: Economic Development Committee Members

FROM: Dallas Clowes, Senior Planner
Stirling Scory, Planner

RE: File: P20-01; Update on Community Visioning (Phase 1 OCP Review)

BACKGROUND:

The development of a Community Vision is one of Council's 2020 Strategic Priorities and forms the first phase of the Official Community Plan review. The Community Visioning process was initiated in May 2019 with the issuance of a Request for Proposal for consulting services to undertake extensive community engagement to establish a long-term vision for the community as Phase 1 of the OCP review. Lanarc Consultants was selected as the successful proponent for this project.

On July 24, 2019, City staff and the consultant held a series of meetings with community stakeholders, management staff, and members of Council to introduce the project, gather input on the proposed engagement strategy and begin discussion on the vision. Following these meetings, the project was placed on hold to better understand Council's expectations for this project.

From September 2019 to February 2020, the project was refined and a revised scope, budget, and schedule were created to better align with Council's vision for the project.

On February 25, 2020, Council was provided with an update on the Community Visioning process, including an overview of the draft public engagement and communications strategy, which identified a combination of digital engagement and in-person community outreach to achieve a collective vision for the community's future. At this meeting, Council confirmed the direction of the project and the project team subsequently worked with the consultant to move towards a public launch that was scheduled to occur at the beginning of April, with the initial first phase of public engagement continuing until mid-July. However, in mid-March, the project was placed on hold due to the COVID-19 pandemic.

On May 26, 2020, following the announcement of BC's ReStart Plan, Council was provided with an update on the Community Visioning process in context of the COVID-19 pandemic and physical distancing requirements. At this meeting, Council directed staff to proceed with the project and make necessary adjustments to the community engagement plan to ensure the project met Provincial Health guidelines. Following this meeting, staff and the Consultant revised the community engagement plan to rely more heavily on digital forms of engagement. On June 15th, the first community questionnaire was launched and the first set of introductory stakeholder presentations are scheduled for the end of June/beginning of July. EDC members received a formal invitation to attend these meetings.

Summary of Adjustments to Key Activities and Project Timeline

Table 1 below outlines the adjustments made to the key project activities and approximate timelines associated with the activities. The project team will continually review methods and approximate timelines and adjust as necessary.

Table 1. Initial and Revised Project Activities and Timelines

| Initial Key Activity | Initial Anticipated Timeline | Revised Activity | Revised Anticipated Timeline |
|--|------------------------------|--|------------------------------|
| Council Meeting #1: Project Introduction | Nov 12, 2019 | Complete | Complete |
| Council Meeting #2: Pre-Launch Council Update | Feb 25, 2020 | Complete | Complete |
| Not anticipated | | Update to Council re: Impacts of COVID-19 | May 26, 2020 |
| Public Launch | Mar - Apr 2020 | Revised to heavier reliance on digital communications | Jun 2020 |
| Questionnaire #1 Launch | Apr 2020 | No Change | Jun 2020 |
| Presentations to Council Committees (APC, EDC, AAC) | Apr 2020 | Revised to digital presentations (versus in-person) | Jun - Jul 2020 |
| Community Pop-up Series (dates to align with community events / processes) | Apr – mid Jul 2020 | Revise to: Phone and Email Outreach; At-Home Activity Series; Outreach to SD#23; Targeted Information Drops; Weekly Questions; Weekly 'Backgrounder' Information Releases; 'Appropriately-Distanced' Pop-ups | Jun – mid Sept 2020 |
| Community Forum Event | May 25, 2020 | Revise to: 'Ask and Answer Series'; "Coffee Talk Series"; "Video Speaker Series"; Interactive Website Content | Jun – mid Sept 2020 |
| Attendance at Stakeholder Meetings or Activities | Apr – mid Jul 2020 | Revise to: Online/Phone meetings | Jun – mid Sept 2020 |
| Static Stations | Apr – mid Jul 2020 | Revise to: Relocation where possible; Refined Questions; Safe Participation; Drop Boxes, Public Updates | Jun – mid Sept 2020 |
| Not Anticipated | | Engagement Tactics Review in Context of COVID-19 | Aug – Sept 2020 |
| Engagement Summary #1 | Aug 2020 | No Change | Oct 2020 |
| Council Meeting #4: Summary & Preliminary Vision Development | Sept 2020 | Revise to online meeting | Oct 2020 |

| Initial Key Activity | Initial Anticipated Timeline | Revised Activity | Revised Anticipated Timeline |
|---|------------------------------|---|------------------------------|
| Community Circles Program | Sept/Oct 2020 | TBD (will be re-evaluated in the summer in context of COVID-19) | |
| Questionnaire #2 Launch | Sept 2020 | No Change | Nov 2020 |
| Community Visioning Workshops | Oct 2020 | TBD (will be re-evaluated in the summer in context of COVID-19) | |
| Draft Vision Document | Nov 2020 | No Change | Jan 2021 |
| Council Meeting #5: Presentation of Draft Vision Document | Dec 2020 | Revise to online meeting if required | Jan/Feb 2021 |
| Final Vision Document | December 2020 | No Change | Jan/Feb 2021 |

Overview of Today's Presentation

The intent of the Community Visioning presentation is to update EDC members about the project, provide an overview of the project goals and encourage all EDC members to help the City spread the word about this important initiative. Further updates will be provided to the EDC throughout the course of the Official Community Plan review, and the committee will be asked to formally weigh in (i.e. via a resolution) during later stages of the OCP bylaw development.

Respectfully Submitted By:

Dallas Clowes

Dallas Clowes
Senior Planner

Stirling Scory

Stirling Scory
Planner II

Powerpoint: Yes ☒ No ☐

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