

# Electoral Area A and Golden Aquatic Centre Feasibility Study

## **Public Engagement Plan**

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**PURPOSE**

The purpose of this public engagement plan is to guide the delivery of community engagement for the Columbia Shuswap Regional District's (CSR D) Aquatic Centre Feasibility Study.

**APPROACH AND PRINCIPLES**

The engagement approach for the CSR D's Aquatic Centre Feasibility Study consists of following phases, shown in relation to the overall work program:

- + Pre-Engagement
- + Community Engagement - Phase 1
  - + Needs/Benefits Assessment
- + Community Engagement - Phase 2
  - + Options

The overall approach is focused on ensuring broad input by:

- + Offering multiple ways to provide input (online, in-person)
- + Communicating information and input opportunities through multiple channels to reach as many community members as possible (postcards, posters, websites, social media)
- + Going to locations where the community is, rather than asking them to come to us
- + Inviting a range of community members to get involved, including those who are often hard to reach (e.g., youth, elders, general members)

Engagement will include a range of opportunities from 'inform' to 'consult' on the International Association of Public Participation (IAP2) Spectrum:

	Inform	Consult	Involve	Collaborate	Empower
Engagement goal	To provide the public with balanced and objective information to assist them in understanding the project and its goals.	To obtain input and/or feedback from the public on options and alternatives.	To work directly with the public to ensure that concerns and aspirations are understood and considered.	To partner with the members and staff in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place the final decision-making in the hands of the members and staff.

*Source: Modified from IAP2 Spectrum of Public Participation*

All engagement activities will also be guided by the IAP2 principles of inclusiveness, clarity, flexibility, honesty, respect and integrity.

**KEY STAKEHOLDERS**

- + **Advisory Committee**
- + **CSRD Staff**
- + **CSRD Board of Directors**
- + **Town of Golden Staff**
- + **Town of Golden Council**
- + **Project Team**

**KEY COMMUNITY GROUPS**

- + **Neighbouring jurisdictions**
- + **User groups**
- + **Residents**
- + **Visitors**
- + **Relevant Community Associations, Service Groups and organizations**
- + **Others as identified**

**ENGAGEMENT AND COMMUNICATION METHODS**

A summary of each recommended engagement method is provided below. A table outlining engagement activities follows.

<b>Method</b>	<b>Why we use this method</b>	<b>Level of engagement</b>
<b>Microsite</b>	<b>Consistent project information</b>	<b>Inform</b>
<b>Print materials</b> + <b>Postcards</b> + <b>Posters</b>	<b>Easy to understand, tactile</b>	<b>Inform</b>
<b>Advertising (radio, newspaper, press releases)</b>	<b>Wide-reaching, traditional, provides consistent project information</b>	<b>Inform</b>
<b>Email blasts</b>	<b>Updates the public in a timely manner about project information and opportunities to engage</b>	<b>Inform</b>
<b>Social Media</b>	<b>Easily shareable, can engage with followers directly, builds activity and excitement</b>	<b>Inform</b>
<b>Online Survey<sup>1</sup></b>	<b>Provides an accessible option for people to provide their input on their own time, wherever they are located</b>	<b>Consult</b>
<b>Ideas Fair</b>	<b>Offers a deeper, interactive exploration of options for those people who are willing to commit their time to come to a dedicated project event</b>	<b>Consult</b>
<b>Open House</b>	<b>Presents near final options and provide an opportunity to for feedback</b>	<b>Consult</b>

<sup>1</sup> Hosted on Survey Gizmo Canadian servers to be compliant with FOIP requirements.

HCMA TEAM

Name	Organization	Role
Paul Fast	HCMA	Project Lead
Darin Harding	HCMA	Project Manager
Gabi Haas	GDH Solutions	Planning
Marni Robinson	HCMA	Engagement Specialist
Isabel Cullather	HCMA	Engagement Support
Judy Bau	HCMA	Design Support

ENGAGEMENT ACTIVITIES – OVERVIEW

Activity / Purpose	When?	Materials	Responsible
<b>Pre-Engagement</b>			
<b>Develop Branding</b>	Jan 6 – 23, 2020	+ Campaign branding and tagline + Sample poster, engagement board, microsite page	HCMA
<b>Develop Engagement and Communication Materials</b>	Jan 24 – Feb 21, 2020	+ Microsite + Poster (11" x 17") + Postcards for Canada Post postal code drop mailout + Email text for email blast including outreach to community/stakeholder groups + Ads (Golden Star, Facebook, Google, radio PSA) + Social media content (Twitter, Facebook) + Engagement boards + Online survey (platform TBD)	HCMA
<b>Communicate Engagement Opportunities</b>	Beginning Feb 24, 2020	+ Microsite (Feb 24, 2020) + Poster (Feb 24, 2020) + Postcard mailout (week of Feb 24, 2020) + Email blast (week of Feb 24, 2020) + Ads (week of Feb 24, 2020) + Social media content (Feb 24, 2020)	HCMA, CSRD
<b>Phase 1 Engagement – Needs/Benefits</b>			
<b>Conduct Online Survey</b> + Provide information and receive input + Email opt-in for further communication	Feb 24 – Mar 31, 2020 (5 weeks)	+ Online survey	HCMA, CSRD

Activity / Purpose	When?	Materials	Responsible
<b>Ideas Fair (Golden + 3 others)</b> + Inform public about the project + Opportunity to talk with the public on the role this facility can play in the community's future + Provide information and receive input on the potential sites and potential services + Confirm the vision and principles of the project + Generate excitement, and gather ideas from a broad cross section of community members + Provide opportunity for lifeguard recruitment + Email opt-in for further communication	Week of Mar 9, 2020 + Golden Civic Centre (Mar 11, 2020)  Additional Locations: + Donald (March 11, 2020) + Blaeberry (March 12, 2020) + Parson (March 13, 2020) + Field (March 13, 2020)	+ Boards + Interactive activities (TBD)	HCMA, CSRD
<b>SPRING BREAK</b>	Mar 16-27, 2020		
<b>Recruit Youth Ambassadors</b> [optional]	Mar - Apr, 2020	+ Online content for microsite + Social media	CSRD
<b>Report out results from Phase 1 Engagement</b>	End Apr 2020	+ Online content for microsite + Social media + Email blast	
<b>Phase 2 Engagement – Options</b>			
<b>Open House and pop-ups at community events (Golden other Electoral Area A locations)</b> + Opportunity to have a conversation with the public about what we have heard and what is taking shape for the project + Generate excitement for next steps	May-June, 2020 [Dates TBD]	+ Boards + Posters + Postcards	HCMA, CSRD, Youth Ambassadors
<b>Report out results from Phase 2 Engagement</b>	End June 2020	+ Online content + Social media + Email blast + Final Engagement Summary	