



# Official Community Plan Update

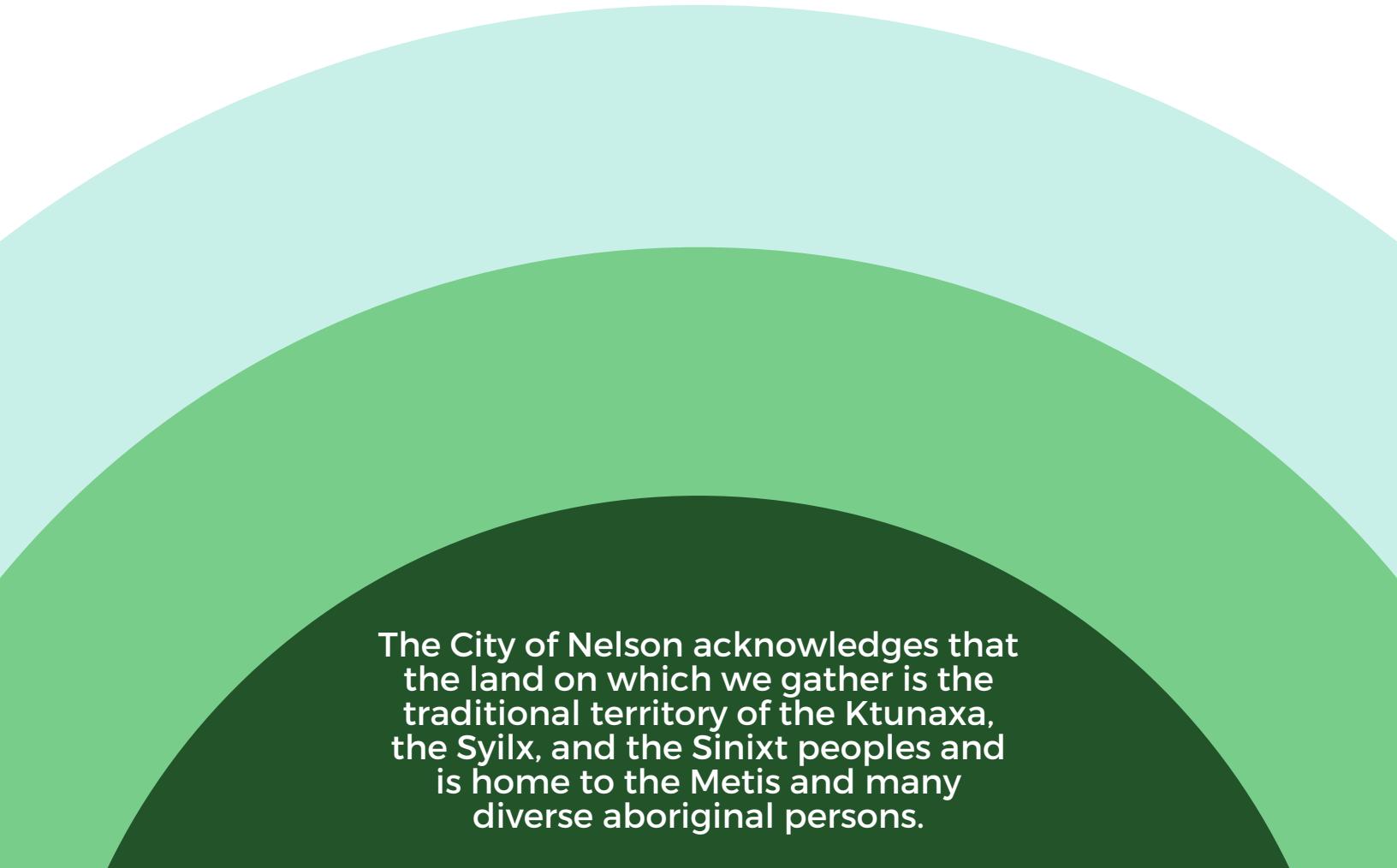
## Public Engagement Strategy

*City of*  
**NELSON**

March 2023



**Let's  
Talk**



The City of Nelson acknowledges that the land on which we gather is the traditional territory of the Ktunaxa, the Syilx, and the Sinixt peoples and is home to the Metis and many diverse aboriginal persons.

# Contents

Purpose	2
Decision Statement	2
Level of Engagement	3
Who We are Engaging	4
How We Are Engaging	6
Engagement Schedule	8
Key Messaging	9
Monitoring & Reporting	10



# Purpose

*A summary of the intended use of this document and why public engagement is essential.*

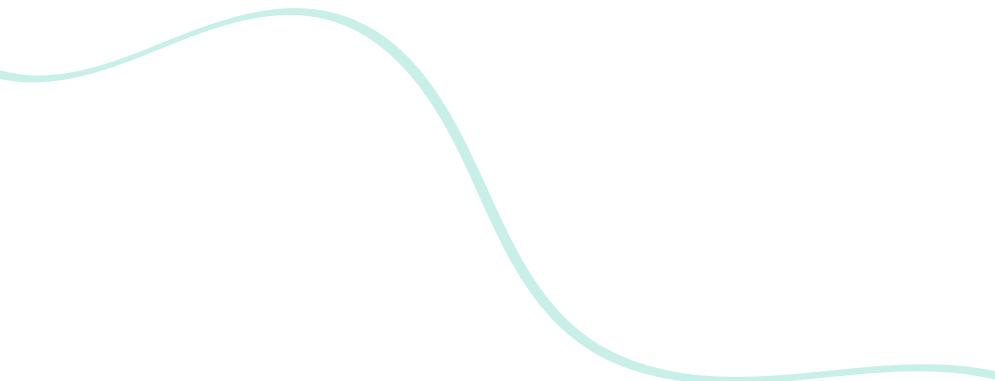
Public engagement, participation, or consultation is a crucial step in the conceptualization, design, and implementation of impactful projects in cities. When done correctly it is beneficial to all parties involved. The community leaves with an understanding of the project and the satisfaction of having their educated opinions incorporated into the project. The City leaves with greater insight into the community's priorities and aspirations.

The City of Nelson strives to connect with the community in creative, meaningful, and useful ways to accurately reflect the feedback of residents in policy design and decision-making. This document intends to act as a dynamic and flexible outline for gathering input from Nelson residents for updating Nelson's Official Community Plan (OCP). The input received will identify what type of city Nelson will become over the next 15 to 20 years. It proposes a variety of engagement techniques to reach many demographics in our community; with specific priority to groups historically underrepresented in community conversations including youth, Indigenous peoples, LGBTQIA2S+, people of colour, low-income seniors, single parent families, those living in poverty, and recent immigrants.

## Decision Statement

*A statement that outlines the key goal of the project, motive for the engagement process, and includes an invitation for the public to participate.*

How can we, as a community, identify and establish the vision, goals, and priorities for updating Nelson's Official Community Plan for City Council to adopt in 2025.



# Level of Engagement

*Identifies, per IAP2 standards, the amount of influence the community will have on the decisions and results of the project.*

## IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION					
PUBLIC PARTICIPATION GOAL	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PROMISE TO THE PUBLIC	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

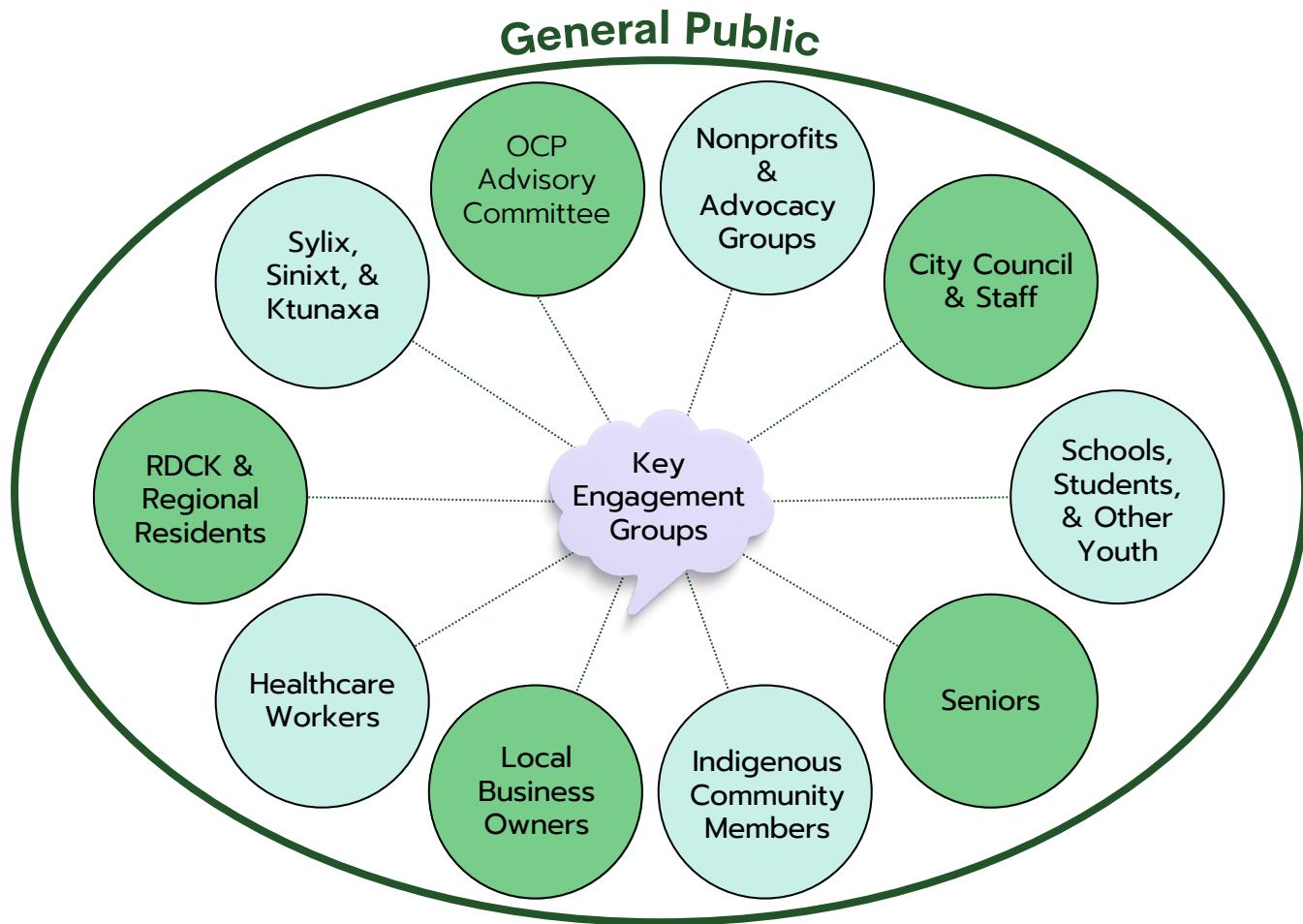
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**Rationale:** Collaborate was selected as the participation level to maximize the input and influence from the community. 'Collaborate' solidifies the City's commitment to partnering with residents in the establishment of project priorities, alternatives, and solutions. Note that this selection applies the assumption that the community wants this level of influence on the project. For Official Community Plans, this assumption is typical.

This level of engagement will be primarily exercised through the techniques and tools outlined on the following pages. **The level of engagement may vary for some techniques.**

# Who We Are Engaging

*Identifying which community groups and demographics will be particularly influential on project outcomes.*



**Rationale:** The 'general public' includes many different subsets of people and groups. These groups typically take extra efforts to reach as they may require project teams to meet them where they are in the community, rather than inviting them to typical open house style events. This process seeks to reach a broad and diverse range of participants from these backgrounds. These stakeholders have an important connection to the project and incorporating their feedback will be a top priority of the engagement process. Staff will strive to connect with each of these groups during the process and update them as the project progresses.

These groups, in addition to the representatives on the Advisory Committee will help apply a variety of lenses to the direction and policies ultimately included in the OCP. These lenses may include economic, equity, environment, public health, etc.

# Who We Are Engaging

*Identifying our responsibilities and priorities for engaging with local and regional indigenous communities.*

Unveiling and understanding the priorities of a community must take into account the opinions and perspectives of the local indigenous populations who occupied and stewarded this land before us. The Nelson area has been home to many diverse indigenous groups for a long time and the values instilled from these groups have helped shape the community into what Nelson is today.

It is important that, in updating the various policies that will guide the development of Nelson over the next 15 – 20 years, that these voices are heard and integrated. Obtaining these values and perspectives must occur in a thoughtful and respectful manner that honors the history of these groups and strengthens the relationship between Indigenous and Non-indigenous peoples.

The exact parameters and techniques of this stage of engagement will vary; however, City Staff are committed to managing this process in a way that is mutually beneficial. This will include plentiful correspondence between the City of Nelson and representatives of the Sinixt, Sylix, and Ktunaxa peoples, and other regional groups, to understand the most productive formats and venues to organize this dialogue.

Resultant priorities from these groups will be deeply ingrained in policy-writing conversations.

# How We Are Engaging

*Identifying which techniques and tools may be used to gather feedback from the public.*

City Staff are committed to reaching a diverse range of residents so several engagement techniques may be used to ensure many stakeholders have the opportunity to share their thoughts.

- **Project Branding:** The intent of branding the OCP project is to ensure that events, materials, and advertising are identifiable throughout the 2-year project process. Creating a project logo, colour scheme, and marketing templates will enable a cohesive, recognizable appearance to the project.
- **Advisory Committee:** This group will help bridge the gap between the City and the community, promoting transparency and open communication. Members will also play a vital role in engaging the community in the review process, promoting inclusivity, and ensuring that all voices are heard. Key activities of the OCP-AC will include:
  - Providing feedback and guidance at key stages of the project.
  - Identifying opportunities and issues.
  - Reviewing and commenting on draft policies.
  - Participating in and promoting community outreach and engagement activities.
- **OCP Website:** An interactive website platform will be created to provide updates on the project, notices about upcoming events, will host a public discussion panel, etc.
- **Social Media:** Project milestones, event updates, infographics, and other information will be posted on the City's social media channels (Youtube, Facebook, Instagram, etc.)
- **Pop-Up Events:** Project ambassadors (staff and volunteers) will host pop-up locations throughout Nelson. This is a broad engagement technique in order to get a wide range of people aware and involved in the OCP process. The objective is to increase community understanding of what an OCP is and isn't, increase awareness of the OCP update process, gather stakeholders' visions for Nelson, and gather input on key opportunities, challenges, and priorities for the future.
- **Signage & Posters:** Creative, pertinent, and identifiable infographics, advertising materials, posters, mail-outs, and panels will be created throughout the engagement phases to inform the community, gather feedback from stakeholders, and increase awareness of the project.

- **Educational Videos:** Videos will be created by City Staff informing the public about project milestones, engagement opportunities, and key messaging.
- **Thought Exchange:** An online thought-sharing platform where stakeholders can vote for ideas and rank thoughts: revealing common themes and most popular conversation topics and priorities to be included in OCP discussions.
- **Public Discussion Boards:** Physical thought boards placed in high traffic areas for residents to stop and think about their community and post ideas for others to view and consider. These will be collected and incorporated into policy discussions.
- **Interactive Activities (Walking Tour/Photo Contest):** This could take the form of a walking tour pamphlet or mobile app. This could take users on a walk throughout Nelson, identifying community highlights, incorporating local history, and offering thought-provoking prompts to create new community priorities to be included in policy discussions. This could also include a photo competition.
- **Stakeholder Workshops:** Workshops will be conducted as a more thorough dialogue with participants from key sectors to learn about and discuss the issues that matter most to them. Depending on the outcomes of earlier engagement activities and conversations with City Staff, these workshops can either be topic-based with key stakeholders (development workshop, housing workshop), or neighbourhood-based to discuss specific place-based issues and opportunities. The objective of these workshops is to collaborate with key stakeholders, to build buy-in and community champions, and refine policy directions.
- **Youth-oriented Events:** Creative and fun activities will be hosted specifically for youth and young adults in the community to get them involved in the OCP process. These may involve simply surveying students on changes they would like to make to improve Nelson; or a conceptual design charrette to capture bigger ideas.
- **Surveys:** Online surveys will be designed to gather feedback from the public on the results from previous engagement efforts. The objectives of the survey are for a quick, easy, and accessible way to engage with a broad and diverse segment of the general public, raise awareness of the OCP update process.

# Engagement Schedule

*Identifying which techniques and tools may be used to gather feedback from the public.*

Engagement Phase	Topic	Technique	Responsibility	Deliverables	
Phase 1 (April - June 2023)	Project Initiation	Project Branding	Development Services / Graphic Designer	OCP Logo & Colour Scheme	
		OCP Website	Development Services	OCP Website Platform	
		Social Media	Administration	Facebook & Instagram posts	
	Public Notification	Signage & Posters	Development Services / Graphic Designer	Temporary signage in public areas of the city informing of the OCP process	
		Educational Videos	Development Services	Videos describing "What is an OCP?", "What will the process look like?"	
	Visioning & Capacity Building	Thought Exchange	Development Services	Discussion of community priorities; identify key themes and residents' favourite things about Nelson	
Phase 2 (July 2023)		Pop-Up Event	Development Services	Discussion with City Staff; identify key themes and residents' favourite things about Nelson	
		Public Discussion Boards	Development Services Creates (public ran)	Physical comment boards identifying key themes and residents' favourite things about Nelson	
		Interactive Activities (Walking Tour / Photo competition)	Development Services Creates (public ran)	A self-guided walking tour through the highlights of Nelson. Individual experience sharing & storytelling. May be a competition where residents submit photos to potentially be included in the OCP.	
		Reporting	Development Services	What We Heard Report & Council Update	
		Council Workshop	Development Services	Update Council on OCP Progress	
Phase 3 & 4 (October 2023 - March 2024)	Policy Development & Draft Review	Workshops	Development Services	Discussion with City Staff about policy topics. What do people want to see for housing? Transportation? parks & open space? local business activity, etc.	
		Educational Videos	Development Services	Videos outlining where we are in the OCP process. What priorities are we hearing? What will we include in the OCP?	
		Signage & Posters	Development Services	Advertising for workshops and events	
		Social Media	Administration	Advertising for workshops and events	
		Youth-Oriented Events	Development Services	Design workshops and activities to include students and youth in designing our city.	
		Surveys/Thought Exchange	Development Services	Asking "Have you had the opportunity to share your thoughts?", "Are we hearing the community correctly?"	
	Reporting	Development Services	What We Heard Report & Council Update		
		Development Services	Update Council on OCP Progress		

# Key Messaging

*The most important points to be communicated to the public through this engagement process. These outline the critical elements of the project to ensure clear and consistent communications.*

- **We are updating Nelson's Official Community Plan!**

- The City of Nelson Official Community Plan was adopted in 2013. Since it was adopted, Nelson has undergone significant changes.
- We also have many new plans, studies, and best practices around housing, transportation, and climate action that need to be included in the Official Community Plan.

- **What is an Official Community Plan?**

- The Official Community Plan is a guide to how we will use our land and resources and how the community will evolve over the following decades.
- Official Community Plans typically cover topics such as housing, transportation, environmental sustainability, parks and recreation, arts and culture, economic vitality, and other important aspects of a community.
- Official Community Plans reflect resident aspirations and what we care about as a community. These values direct the Plan's policies and initiatives, and will guide future decision-making.

- **An OCP update requires our community to be forward-thinking about how Nelson will look and feel in 15 – 20 years.**

- When discussing OCP priorities, it is important to be ambitious, creative, and innovative in how we can make Nelson the most progressive, welcoming, and sustainable city it can be.

- **Your Voice Matters!**

- It is crucial that feedback received is representative of our whole community as any changes that ultimately come from the OCP will impact everyone. Therefore, all opinions and priorities are valid and should be heard – especially those from historically underrepresented demographics.

# Reporting & Monitoring

*How the success of the techniques and effectiveness of the engagement is monitored and assessed.*

<b>Successful Engagement Indicators</b>	<ul style="list-style-type: none"><li>• A clear definition of the project goals and the role of the public in the process.</li><li>• The public are satisfied with their understanding of the project and understand how their thoughts will influence the OCP policies.</li><li>• The process is accessible and caters to a variety of schedules, ages, backgrounds, and social and technological abilities.</li><li>• Communication is clear, simple, and easy to understand.</li><li>• Staff acquire productive, relevant feedback to shape future conversations and policy direction to better suit the community's needs.</li></ul>
<b>Success Metrics</b>	<ul style="list-style-type: none"><li>• Number of people who attended workshops</li><li>• Number of people who provided online feedback</li><li>• Number of stakeholder groups reached</li><li>• How satisfied were participants with engagement techniques used?</li></ul>
<b>When and How?</b>	<ul style="list-style-type: none"><li>• Survey distributed post-workshop</li><li>• Casual discussions on satisfaction level during events</li></ul>
<b>How will this information be used?</b>	<ul style="list-style-type: none"><li>• Monitoring results will be summarized and included in 'What We Heard' reports posted publicly.</li><li>• Monitoring results will be used to educate future public engagement plans.</li></ul>





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