



TOWN OF VIEW ROYAL OCP UPDATE

Engagement Strategy

JULY 2021





Background

The Town of View Royal last updated its Official Community Plan (OCP) in 2011. The Town is looking to undertake an OCP update, using a participatory approach that will engage citizens, important stakeholder groups, adjacent municipalities, provincial agencies, Esquimalt, and Songhees Nations. The OCP update process is an opportunity to identify what residents value most, what their visions are for future growth, and how to prepare for and direct change. In the end, the OCP will provide guidance for future planning and investment, through policies that are structured to steward and protect what is cherished.

The OCP project will engage community networks, gather information from the community through both structured and unstructured opportunities, facilitate OCP events and a wide range of engagement activities.

The current OCP has served the Town of View Royal well, and this is to be an OCP ‘update’, not a major re-write. However, some realities and perspectives have changed in the past decade, including advancing reconciliation with Songhees and Esquimalt Nations. OCP conversations about future land use are an opportunity to deepen understanding and support good relations. The Town of View Royal is aware that preparing for future climate change requires taking action to address climate resilience, sea level rise and coastal flooding, habitat conservation, wildfire interface risk, and better managing land uses, particularly around the waterfront. Future growth will necessarily require focussing on redevelopment of previously developed sites, which fit well into the community fabric and meet sustainable development standards. Considering regional transportation and infrastructure investments with neighbouring governments, is significant for the Town View Royal, as four major corridors bisect the Town, and are a significant factor to consider in development of viable future planning options.

The following engagement strategy is based on the outline provided in the consultant proposal (dated June 9, 2021). This strategy has been updated to match input received on Council priorities, staff direction and provides a summary of engagement activities by phase.



ENGAGEMENT GOALS

Through engagement, this Strategy aims to achieve the following objectives.

1. Offer multiple methods of participation in a safe and accessible manner for all people and stakeholder groups.
2. Engage a range of stakeholders by encouraging and supporting meaningful participation.
3. Clearly set out goals and objectives for the engagement process for each phase of work so that residents and stakeholders understand how they can participate and how their input will be considered in updating the OCP.

ENGAGEMENT OBJECTIVES

Through engagement, this Strategy aims to:

- **Educate:** Leave participants feeling that they understand what an OCP is and the benefits of having an OCP. Share information on topics of importance, which will help to build shared understanding on benefits and trade-offs of land use planning decisions.
- **Collaborate:** Provide participants an opportunity to voice their concerns/ ideas/ perspectives and understand how the OCP reflects the contributions of participants.
- **Communicate:** Make participants aware of the OCP project and advertise what information/ participation opportunities are available.
- **Build relationships:** land use discussions are an opportunity to have important conversations, listen to diverse perspectives, and continue building and fostering relationships with Esquimalt and Songhees Nations, View Royal residents and business owners, and neighbouring local governments.
- **Coordinate:** Acknowledge cross-jurisdictional issues and topics that are best addressed in a coordinated manner.
- **Connect:** Recognize and understand the unique issues faced (which may vary) among residents and include a diverse group of residents, business owners and neighbours.

TARGET AUDIENCE

Community members, local groups¹, local businesses, Esquimalt and Songhees Nations, adjacent municipalities, senior governments (Capital Regional District, Ministry of Transportation, Ministry of Agriculture), School District, View Royal advisory committees (Parks & Recreation and Community Advisory), Town of View Royal Council.

HEALTH RESTRICTIONS AND GUIDELINES

The engagement approach and activities will follow the latest COVID-19 guidelines and restrictions from the Province around physical distancing and social gatherings. Engagement activities will be adapted along with updates and changes to provincial health guidelines as the project progresses, based on current restrictions. Initial engagement activities will be focused on in-person outdoor events and online techniques. Special consideration is being given to including those who are offline, such as relying on traditional communication methods like mail outs, small group neighbourhood walks, paper survey option and phone calls.

ENGAGEMENT PROGRAM

The following table outlines each engagement task, by phase. Please refer to the Project Workplan for all tasks.

EVENT/ACTIVITY	TARGET AUDIENCE	KEY CONTENT OR UPDATE	KEY MESSAGING	TIMING
Phase 1: Project Launch				
1.1 Project Launch <ul style="list-style-type: none"> • “What’s Your View” OCP Town webpage set up • Social Media posts – Town Facebook, Instagram, Twitter etc. • IdeaShare interactive conversations • Stakeholder notification • Mailer notice to all residents • Connect with Songhees and Esquimalt Nations • OCP interested residents email list (sign up online) 	Community members, local groups ² , senior governments, Council, Esquimalt and Songhees Nations	<ul style="list-style-type: none"> • Resident newsletter 1 or post cards with link + URL code to “What’s Your View” • Social media • IdeaShare set up for interactive moderated conversations • Stakeholder letters, email and phone follow up • 3 VR schools letters outreach • Install lawn signs with project QR codes at parks and other public spaces – e.g., pump track, ball diamonds, play areas, community garden 	<ul style="list-style-type: none"> • The OCP update process has been initiated • Get involved in the process • What is an OCP? 	Aug/Sep 2021
1.2 Information meeting with Council and Committees <ul style="list-style-type: none"> • Connect with Council to inform about OCP update • Meeting with Parks & Recreation Advisory Committee • Meeting with Community Advisory Committee 	Town of View Royal Council and 2 Advisory Committees - Parks & Recreation and Community Advisory	<ul style="list-style-type: none"> • Videoconference meeting • Project Schedule • Review of OCP process, Engagement Strategy process, communications and project brand. • Facilitated Exercise – Issues Identification (building on recent Council survey inputs) 	<ul style="list-style-type: none"> • Council and Advisory Committees will be involved in helping to shape the OCP • Touch points for meeting with Council and Committees to discuss issues and seek direction/decisions 	Aug/Sep 2021

¹ Local groups include service providers, Town of View Royal Region Chamber, Town businesses, non-profit organizations, and others listed as “Interested Parties” in the RFP.

² Local groups include service providers, Town of View Royal Region Chamber, Town businesses, non-profit organizations, and others listed as “Interested Parties” in the RFP.

EVENT/ACTIVITY	TARGET AUDIENCE	KEY CONTENT OR UPDATE	KEY MESSAGING	TIMING
Phase 2: Where do we want to go? – Existing Conditions & Community Vision				
2.1 Round 1 Engagement: <ul style="list-style-type: none"> • Prepare Topic Focussed 2-page “Primers” on key issues to support shared understanding: <ul style="list-style-type: none"> • Intro – topics are interconnected, VR complete healthy community 1. <u>Housing Matters</u> – Housing Needs, Diversity & Density 2. <u>Where’s the Heart</u> – Placemaking + Design that Connects 3. <u>Moving Through & Around</u> – Transportation Matters 4. <u>Building Better</u> – Sustainable Economy & Redevelopment 5. <u>Nature Connection</u> – Shorelines, Protected Areas 6. <u>Preparing for Change</u> – Climate, coastal adaption, wildfire interface • Community Workbook and Survey 1 (online and on-paper option) • Community Open House 1 • Neighbourhood walk-shops 	Community members, local groups, local development and business community, Parks & Recreation and Community Advisory Committees	<ul style="list-style-type: none"> • Social media (forum, survey, Open House event, neighbourhood walk-shops) • OCP email notifications list • “What’s Your View” website • IdeaShare conversations • Neighbourhood level networks – walk-shop area maps and materials for VR staff delivery in neighbourhoods: Atkins, Burnside, Craigflower, Harbour, Helmcken, Hospital, Thetis and Wilfert • Stakeholders and community groups (email, phone, videoconference, or in-person) • 3 VR schools outreach • Community Mapping large scale map for Open house – Either at VR Elementary School Gym or Town Hall with pre-registration (max 20 people every timeslot) 	<ul style="list-style-type: none"> • Get involved and provide your ideas • Shared understanding of key issues • What are your key concerns? • What do we want our community to look like in 20 years? • What could be improved? • What do we hope to achieve? 	Sep - Dec 2021
2.2 Stakeholder meetings with Neighbouring governments & First Nations	Neighbouring municipalities, regional, provincial, and federal agencies. Esquimalt and Songhees Nations	<ul style="list-style-type: none"> • Videoconference or in person meetings (offer both options) • Inter-jurisdictional interests 	<ul style="list-style-type: none"> • What are current & emerging considerations for interjurisdictional planning in next 20 yrs? 	Oct – Dec 2021
2.3 What We Heard Engagement Summary Report #1 <ul style="list-style-type: none"> • Report on engagement activities and key findings • Outline next steps and additional opportunities for engagement 	View Royal staff, Community members, local groups, senior governments, Advisory Committee members and Council	<ul style="list-style-type: none"> • “What’s Your View” web update • Newsletter 2 – resident mail out • Social media • Town notification channels • OCP email notifications list 	<ul style="list-style-type: none"> • This is what we heard from round 1 engagement and consultations • Did we get it right? 	Dec 2021
2.4 Council Presentation #2	Town of View Royal Council	<ul style="list-style-type: none"> • Report on Engagement • Key issues and seek direction 	<ul style="list-style-type: none"> • Facilitated Exercise – Key issues discussion, early directions 	Dec 2021

EVENT/ACTIVITY	TARGET AUDIENCE	KEY CONTENT OR UPDATE	KEY MESSAGING	TIMING
Phase 3: How Do We Get There?				
3.1 Round 2 Engagement events: <ul style="list-style-type: none"> Community Survey 2, online and on-paper in key locations Focus groups with local groups – Policy Directions: Density and Design Transitions; Housing; Transportation; Preparing for Climate Change; Economic Development Community Open House 2 – Guiding Principles & Key Directions, in-person if possible – Draft OCP 	Community members, local groups, senior governments, Council, Esquimalt and Songhees Nations, Capital Regional District	<ul style="list-style-type: none"> Social media (survey, open house) Town notifications OCP email notifications list Resident mail out – OCP priorities and directions Visual Preference Survey – Future Development Density, Form, Character Draft OCP Guiding Principles and Policy Directions to gather input on where there is support 	<ul style="list-style-type: none"> Provide project updates Confirm Vision and Goals Discuss and obtain input on draft OCP guiding principles and policy directions 	Jan - Feb 2022
3.2 Council and Committee Meetings <ul style="list-style-type: none"> Council Workshop – Policy Directions and Proposed Changes to OCP: Density and Transitions; Community Character Options; Transportation; Preparing for Climate Change Meet with 2 Advisory Committees 	Town of View Royal Council and Parks & Recreation and Community Advisory Committees	<ul style="list-style-type: none"> Videoconference or In-person meetings Review of OCP process and what we've heard Facilitated Workshop on Proposed changes to OCP and Policy – Seek Council direction Seek input from Advisory Committees 	<ul style="list-style-type: none"> Council and Advisory Committees involved to shape the OCP 	Feb 2022
3.3 “What’s Your View” updates <ul style="list-style-type: none"> What We Heard Engagement Summary 2 	View Royal staff, Community members, local groups, senior governments, Advisory Committee members; Esquimalt and Songhees Nations	<ul style="list-style-type: none"> Report on Round 2 engagement activities and key findings Outline next steps and additional opportunities for input 	<ul style="list-style-type: none"> This is what we heard and how we’re using it 	Mar 2022
3.4 Draft OCP Review <ul style="list-style-type: none"> Draft OCP Plan on a Page 	Same as audience in 3.1 above + School District, Capital Regional District, Agricultural Land Commission, MOTI	<ul style="list-style-type: none"> Newsletter 3 – resident mail out Social media updates Town notifications updates OCP email notifications list 	<ul style="list-style-type: none"> Opportunity to provide input before the OCP is finalized 	Apr 2022
3.5 Council Review and Public Hearing	Same as audience in 3.1 above	<ul style="list-style-type: none"> Town Council Meeting Presentation (in-person or using videoconference) 	<ul style="list-style-type: none"> Present final draft OCP to Council and at public hearing for final review and edits 	Apr 2022
3.6 “What’s Your View” Final OCP Update	Same as audience in 3.1 above	<ul style="list-style-type: none"> “What’s Your View” webpage update Social media (survey, open house) Town notifications OCP email notifications list Resident mail out – Final Draft 	<ul style="list-style-type: none"> Post final OCP, engagement reports, and other updated project materials 	May/ Jun 2022