

Sustainable Saanich Official Community Plan

Strategic Update

Public Engagement Strategy

May 4, 2022



TABLE OF CONTENTS

- 1. Background 3
- 2. Scope of Public Engagement..... 3
- 3. Guiding Principles for Engagement..... 4
- 4. Decision Maker 5
- 5. Stakeholders..... 5
- 6. Engagement Objectives by Phase 6
- 7. Key Engagement Techniques 8

1. BACKGROUND

On March 21, 2022 Saanich Council approved a Project Terms of Reference to complete a strategic update of the Official Community Plan (OCP). The purpose of this project is to update key elements that reflect recent trends and Council directions. The current vision and overall direction will not change. The project has a one-year timeline which reflects the project's focused scope of work.

Five “work area” priorities guide this project (see [Terms of Reference](#) for more details):

1. Incorporate recent District work, such as the Climate Plan, Housing Strategy and Active Transportation Plan, into the broader directions of the OCP.
2. Integrate updated demographic data and statistics.
3. Update the land use framework to address emerging policy priorities (i.e. corridors, missing middle/infill housing, walkable neighbourhoods).
4. Refine its sustainability approach and link it with One Planet Living (<https://oneplanetbc.com/>)
5. Strengthen monitoring and implementation.

This document outlines the approach the project will take toward public engagement, including public engagement objectives, desired outcomes and techniques. The follow engagement strategy adheres to International Association for Public Participation (IAP2) principles.

2. SCOPE OF PUBLIC ENGAGEMENT

The Strategic OCP Update applies a streamlined approach to consultation and engagement. There are two primary reasons for this approach:

- The scope of the Strategic OCP Update is limited and focused in the five priority areas. A significant portion of the work is administrative in nature. Where new policy direction is considered, additional public and stakeholder engagement is incorporated (work area 3).
- A major component of the project is updating the OCP to incorporate recently adopted and/or in-progress District-wide initiatives (work area 1). Each of these initiatives included its own public engagement program with the outcomes captured in the final deliverable. Rather than revisit past community discussions, this project builds on previous work.

Engagement activities will be structured to reflect the limited scope of the Strategic OCP Update. Where feedback is received outside the scope of this project it will be documented for potential consideration in future work.

Public engagement is planned within all phases of the project (Figure 1).

Phase 1 | Analysis & Policy Development - Launch project website, meet with key stakeholders, complete initial public/stakeholder engagement on new policy areas.

Phase 2 | Validation & Refinement – Complete broader public and stakeholder engagement on the draft plan.

Phase 3 | Plan Adoption – Inform the community when Council will consider the Draft OCP and hold the Public Hearing.



Figure 1: Project Timeline and Phasing

3. GUIDING PRINCIPLES FOR ENGAGEMENT

The Engagement Strategy is developed in alignment with IAP2 protocols, its core values, and the IAP2 Spectrum of Public Participation (see Figure 2). Guidance for the engagement process is also provided in the project the Terms of Reference and by the District’s Public Participation Policy. As identified in the Public Participation Policy, the following five principles will guide all public engagement activities:

- **Inclusiveness:** The District will endeavor to involve and enable the participation of all interested parties across the full range of our diverse population.
- **Transparency:** The District will endeavor to ensure decision processes, procedures and constraints are understood and followed. The purpose and limitations on public participation will be made clear. Respective roles and responsibilities will be clearly communicated. Feedback will be provided on what stakeholders said and how their opinion was considered by decision makers.
- **Access:** The District will ensure that accurate information is available to participants in a timely manner.
- **Respect:** Public participation requires the mutual respect of all participants. The District will listen with an open mind and show consideration and value for another person’s point of view.
- **Honesty:** In conducting public participation the District will demonstrate our core value of honesty; we will tell the truth, follow through on commitments and act in a trustworthy manner.

		INTENSITY OF ENGAGEMENT				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure 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.	
	PROMISE TO 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 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 look to you for advice and innovation in formulation of solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Figure 2: The International Association for Public Participation (IAP2) Spectrum

4. DECISION MAKER

Saanich Council is the ultimate decision-maker for the Strategic OCP Update. The plan is expected to be presented to Council for consideration in April 2023. Saanich staff are responsible for conducting community engagement, incorporating feedback into the draft plan advanced to Council for consideration, and reporting back to community members on how their feedback was addressed.

5. STAKEHOLDERS

The following are stakeholders and stakeholder groups identified in the project Terms of Reference. This list may be expanded as the project progresses.

- Community members
- Saanich Community Association Network and Community Associations
- Urban Development Institute (UDI)

- BC Transit
- BC Ministry of Transportation and Infrastructure
- District of Saanich Advisory Committees
 - Planning, Transportation and Economic Development Advisory Committee
 - Parks, Trails, and Recreation Advisory Committee
 - Active Transportation Advisory Committee
 - Mayors Standing Committee on Housing Affordability and Supply
 - Healthy Saanich Advisory Committee
- First Nations
- Capital Regional District and CRD member Municipalities
- Agricultural Land Commission
- School Districts 61 and 63
- Others, as identified in the process.

6. ENGAGEMENT OBJECTIVES BY PHASE

For each phase of the project, engagement objectives describe the purpose/intensity (i.e. inform, consult, involve, collaborate) of engagement initiatives, and the audience to whom they are directed.

In addition, engagement objectives identify:

- Desired outcomes, which articulate a changed state (i.e. understanding);
- Techniques to be used; and
- Outputs or products/deliverables.

Engagement techniques may be adapted/supplemented in each phase based on public feedback and opportunities that arise.

PHASE 1.a – ANALYSIS & POLICY DEVELOPMENT (AREAS 1, 2, 4, & 5)

Priority work areas:

1. Incorporate recent District work, such as the Climate Plan, Housing Strategy and Active Transportation Plan, into the broader directions of the OCP.
2. Integrate updated demographic data and statistics.
4. Refine its sustainability approach and link it with [One Planet Living](#)
5. Strengthen monitoring and implementation

OBJECTIVES	OUTCOMES	TECHNIQUES	OUTPUTS
To <i>inform</i> key stakeholders of the OCP Strategic planning process	Stakeholders are aware of the project, understand the planning process, sign-up for project updates, and share with their membership as appropriate	Project website Start-up notification Background information	Notification list Notification letters Project web page
To <i>inform</i> the public of the OCP Strategic planning process	The public is aware the project is happening and sign-up for project updates	Project website Social media* Print media* Background information <i>*Planned to align with opportunities to provide input</i>	Notification list Project web page

PHASE 1.b – ANALYSIS & POLICY DEVELOPMENT (AREA 3 - UpdatedPOLICY)

3. Update the land use framework to include policy direction for “Corridors”, expand on missing middle housing/infill policy, update guidance on park components of a complete community, and emphasize walkable neighbourhoods.

OBJECTIVES	OUTCOMES	TECHNIQUES	OUTPUTS
To <i>inform</i> the public / stakeholders about opportunities to provide feedback	Public/stakeholders are aware of scope of the upcoming consultation and consider participating.	Website updates Email notification list Social media Print media Background information	Additional people sign-up for notification list People participate in engagement opportunities
To <i>consult</i> key stakeholders and the public on preliminary directions for new policy areas	Public/stakeholders contribute and discuss their ideas on new policy areas.	Stakeholder meetings Online engagement Advisory Committees Targeted Workshops	Feedback on preliminary directions for new policy areas
To <i>inform</i> the public / stakeholders of input received on the preliminary directions	Public/stakeholders are aware of the results of Phase 1 engagement activities.	Website updates, Email notification list Phase 1 Engagement “Key Findings” summary	Public/stakeholders remain engaged in the project

PHASE 2 – VALIDATION & REFINEMENT (ALL AREAS – DRAFT PLAN REVIEW)			
OBJECTIVES	OUTCOMES	TECHNIQUES	OUTPUTS
To <i>inform</i> the public/stakeholders about progress and draft plan review	Public/stakeholders are updated on progress and aware of opportunities to provide feedback on the draft plan	Website updates Email notification list Social media Print media	Additional people sign-up for notification list and remain engaged in the project People participate in engagement opportunities
To <i>consult</i> the public/stakeholders on the draft plan	Public/stakeholders share their opinions, preferences and concerns on the draft plan	Open houses Stakeholder meetings Online engagement Advisory Committees Targeted Workshops	Feedback on draft plan
To <i>inform</i> the public/stakeholders of input received on the draft plan	Public/stakeholders are aware of results of the Phase 2 engagement activities	Website updates, Email notification list Phase 2 Engagement Summary	Public/stakeholders remain engaged in the project

PHASE 3 – PLAN ADOPTION (ALL AREAS)			
OBJECTIVES	OUTCOMES	TECHNIQUES	OUTPUTS
To <i>inform</i> the public/stakeholders on changes to the draft OCP and when it will be on the Council agenda	Public/stakeholders are aware of how their comments were addressed in the proposed OCP, when it will be considered by Council for adoption, and how to provide input to Council	Website updates Email notification list Social media Print media Public Hearing	Input from the public on proposed OCP at Council meeting and the Public Hearing

7. KEY ENGAGEMENT TECHNIQUES

The following are the key public engagement techniques for each phase of the Strategic OCP Update planning process. The techniques may be adapted as the project proceeds to optimize engagement outcomes and respond to community feedback. Initial target timelines are included for the different activities however these are subject to change as the project evolves.

Phase 1 – Analysis & Policy Development (April – October 2022)

1. Project website (April 2022)

The project webpage was set up on the Saanich website. A short URL was developed as part of the brand (www.saanich.ca/ocp).

2. Project Notification Letters (April/May 2022)

Formal project notification letters sent to stakeholders identified in s.475 of the Local Government Act as part of the consultation requirements for an OCP amendment.

3. Notification list (April 2022)

An on-line notification link using Campaigner was set up on the project web page allowing for self-registration. This will be promoted widely when public engagement opportunities are scheduled.

4. Social Media/Print Media (June 2022)

Project information and engagement opportunities will be shared via Saanich's social media channels and advertised in Saanich News.

5. Workshops on Preliminary Directions for New Policy Areas (work area 3) (June 2022)

Two targeted workshops with key stakeholders groups (Community Associations, development and real estate community) will be held to discuss preliminary directions for new policy areas related to the OCP land use framework.

6. Survey – Preliminary Directions for New Policy Areas (work area 3) (June/July 2022)

On-line and paper survey to get feedback on preliminary directions for new policy areas related to the OCP land use framework.

7. Stakeholder Meetings (June-October 2022)

Stakeholder meetings as needed to work through issues and solicit feedback on specific topics. This includes meetings with Council Advisory Committees.

Phase 2 – Validation & Refinement (November 2022 – February 2023)

8. Stakeholder Meetings (November – February 2022)

Stakeholder meetings as needed to work through issues and solicit feedback on the draft plan. This includes meetings with Council Advisory Committees

9. Promotion through Established Channels (January 2023)

Use the project webpage, social media, print media and project notification list to promote Phase 2 engagement activities, provide project updates, and share background information, relevant resources, and the draft plan.

10. Workshops on Draft Plan (January 2023)

Two targeted workshops with key stakeholders groups (Community Associations, development and real estate community) to solicit input on the draft plan. Sessions will be structured to reflect the limited scope of the Strategic OCP Update while also providing a mechanism to capture feedback that is outside scope.

11. Draft Plan Open Houses (January 2023)

The draft plan will be presented at Open Houses where community members will be able to review and provide feedback on plan directions. Sessions will be structured to reflect the limited scope of the Strategic OCP Update while also providing a mechanism to capture feedback that is outside scope. It is anticipated both in-person and virtual options will be offered.

Phase 3 – Plan Adoption (Target March 2023 to begin Council process)

12. Promotion through Established Channels (March 2023)

Use the project webpage, social media, print media and project notification list to inform the public and stakeholders about the changes to the draft OCP and when it will be on the Council agenda. This will include information on how to provide further input directly to Council through the formal Council consideration and Public Hearing process.