

Engagement Plan



Project Name: Amendment to District 69 Swimming Pool Local Service Establishment Bylaw 899

Date Engagement Plan Drafted: August 22, 2022

Date Engagement Plan Approved:

Check the levels of engagement applicable to your project based on the IAP2 Spectrum:

- Inform
- Consult
- Involve
- Collaborate
- Empower

Inform – To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Involve - To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. And that concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public influenced the decision.

Objective

To provide balanced and objective information to the residents of RDN Electoral Area's (EA's) E, F, G, H, City of Parksville and Town of Qualicum Beach on the District 69 Swimming Pool Local Service Establishment Bylaw 899 Amendment and the implications of the two bylaw changes being considered by the RDN Board. The bylaw changes being considered are:

- Adding Electoral Area E (Nanoose Bay) as a participating area
- Changing apportionment of cost recovery to 1/3 assessment, 1/3 usage, 1/3 population based

To meet or exceed the public engagement standards set out in RDN Policy A1.23 for the involved level of the IAP2 spectrum for public engagement. To gather public feedback, work directly with the public throughout the process to ensure that public concerns and aspirations are shared with the RDN Board for consideration and provide feedback on how the public input influenced the decision.

To provide the RDN Board the What We Heard Summary of the public engagement as directed in RDN Board resolution # 22-344:



Engagement Plan

That a referendum be held with public engagement, at the “involve” level of participation within the Board’s engagement policy, to amend the Regional District of Nanaimo District 69 Swimming Pool Service Establishment Bylaw No. 899, 1993 (Bylaw 899), to include Electoral Area’s E, F, G, H, City of Parksville and Town of Qualicum Beach, based on an apportionment model of 1/3 assessment, 1/3 population, and 1/3 usage.

Decision

The RDN Board is considering changes to the District 69 Swimming Pool Local Service Establishment Bylaw 899. They would like the residents of Electoral Areas E, F, G, H, City of Parksville and Town of Qualicum Beach to provide input on the following amendments that the Board is considering:

- Adding Electoral Area E (NanOOSE Bay) as a participating area
- Changing cost recovery to 1/3 assessment, 1/3 usage, 1/3 population based

The public input will be shared with the RDN Board who will then determine if the District 69 Swimming Pool Local Service Establishment Bylaw 899 should be amended as currently directed by the Board or if, based on public engagement, the Board will provide alternate direction.

Key Topics

Amendments to District 69 Swimming Pool Local Service Establishment Bylaw 899:

- Adding Electoral Area E (NanOOSE Bay) as a participating area
- Changing apportionment of cost recovery to 1/3 assessment, 1/3 usage, 1/3 population based

For the public to articulate and inform the RDN Board, relevant background information and unbiased knowledge on both the existing implications of Bylaw 899 and contemplated changes will need to be provided. Achieving this will be a crucial step prior to gathering input.

Relevant Background

June 14, 2022 - RDN Board Motion: *That a referendum be held with public engagement, at the “Involve” level of participation within the Board’s engagement policy, to amend the Regional District of Nanaimo District 69 Swimming Pool Service Establishment Bylaw No. 899, 1993 (Bylaw 899), to include Electoral Area’s E, F, G, H, City of Parksville and Town of Qualicum Beach, based on an apportionment model of 1/3 assessment, 1/3 population, and 1/3 usage.*

July 26, 2022 - *That the Staff Report dated July 26, 2022, “Options for Public Engagement and Referendum for the D69 Pool Service and Expansion” be received for information.*

July 26, 2022 - *That the motion from the June 14, 2022, Board meeting be amended to be as follows; that a referendum be held to amend the Regional District of Nanaimo District 69 Swimming Pool Service Establishment*



Engagement Plan

*Bylaw No. 899, 1993 (Bylaw 899), to include Electoral Area's E, F, G, H, City of Parksville and Town of Qualicum Beach, based on an apportionment model of 1/3 assessment, 1/3 population, and 1/3 usage. **DEFEATED***

Promise to the Public/IAP2 spectrum

The RDN will provide information and education to the public to ensure they understand the current bylaw and implications of changes being considered to the bylaw. Input will be collected on the two current changes being considered. This input will be shared with the RDN Board for their consideration. The input gathered, how it influenced the decisions made by the RDN Board and next steps will then be shared with the public.

Considerations

- The public's unfamiliarity of the procedural requirements and timelines to amend a bylaw.
- The complexity of understanding the impact on affected individuals that would result if one or both considered amendments are implemented.
- Timing given the October 15, 2022 local government elections and the public engagement blackout period.
- Winter conditions that may impact in-person public engagement.
- Desire of the RDN Board and community to advance to the construction phase of an expansion to Ravensong Aquatic Centre.

Opportunities and Risks

Risks:

- Creating division or animosity among electoral area residents.
- Negatively affecting the decisions already made and those being contemplated for expansion to Ravensong Aquatic Centre.
- Creating confusion over the future borrowing bylaw for expansion to Ravensong Aquatic Centre.

Opportunities:

- Continue involving all residents affected by the two amendments to Bylaw 899.
- Opportunity to address the long-standing need to review what areas should contribute to the funding of both operating and capital costs of Ravensong Aquatic Centre. To amend the bylaw if needed before the advancement of expansion to Ravensong Aquatic Centre.
- Removal of barriers to and encouragement of public participation.
- Mitigation of risk and leveraging of opportunities should occur by following the community engagement plan and retaining the services of an IAP2 certified consultant.
- Providing both in-person and virtual opportunities to engage in the project will help ensure providing input will be as accessible as possible to the public.

Engagement Plan



Barriers:

- Timing soon after local government election.
- Winter conditions impacting in-person public engagement.
- Complexity of the project.
- Confusion over the connection to expansion to Ravensong Aquatic Centre.

First Nations & Stakeholder Interests and Tools

Local First Nations and staff from the City of Parksville and the Town of Qualicum Beach will be informed prior to community engagement starting and as the project progresses by the RDN Manager of Strategy and Intergovernmental Services, the General Manager of Recreation and Parks and the CAO.

All residential taxpayers of Electoral Area's E, F, G, H, City of Parksville and Town of Qualicum Beach are affected by RDN Board decisions related to amending Bylaw 899. Internally, the departments affected include Finance, Strategy and Intergovernmental Services, Recreation and Parks and Corporate Services. Regular project meetings will be held with all internal stakeholders and when required with external stakeholders as the project progresses.

Tools and Techniques

The project will have a Get Involved RDN page which will have all project related information including project timeline, FAQ, links to background documents, meeting agendas, minutes, video, ways to stay informed, ways to ask questions (they will be answered publicly), staff contact information and the survey to gather input on the two amendments being considered. A video to explain Bylaw 899, the two amendments being considered, the impact(s) of amending the bylaw and possible next steps will be created.

The RDN will promote upcoming in-person and virtual public information sessions and the online survey through a postcard sent via Canada Post to all residences in Electoral Areas E, F, G, H, City of Parksville, and Town of Qualicum Beach, social media, posters around the region, print and radio ads, a news release and static displays.

RDN Directors will be provided with key messages related to the project and public engagement that can be used in their individual communications (social media, written columns, group emails) with area residents.

Pop up events and presence at community events (i.e. Winter Wonderland, public swim sessions and lessons, Polar Bear Swim, New Years Eve events, holiday craft fairs), to promote and direct where project information can be found and how to have your say by completing the online survey.

Graphic presentation boards for view at Ravensong Aquatic Centre, pop up events and open houses.

Eight public information sessions, six in-person and two virtual to share project information and encourage residents to provide their input by completing the online survey.



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Engagement Plan

Online survey to collect input – provide bylaw background information, the implications of each proposed amendment and ask respondents to confirm which area in the RDN they reside as well as two questions with quantifiable options given:

1. Should Electoral Area E (Nanoose Bay) be added as a participating area?
2. Should cost recovery be changed to 1/3 assessment, 1/3 usage, 1/3 population based?

Key Messages (3-5 Key Messages for media or target audience)

The RDN Board of Directors invites residents of Electoral Areas E, F, G, H, City of Parksville Town of Qualicum Beach) to be share their thoughts on two amendments being considered for Bylaw 899 the District 69 Swimming Pool Local Service Establishment.

Bylaw 899 gives the RDN authority to operate Ravensong Aquatic Centre and recover costs of both operating and capital items related to the facility.

Both amendments being considered to Bylaw 899 would have financial implications for all residents of Electoral Areas E, F, G, H, the City of Parksville and the Town of Qualicum Beach should Electoral Area E (Nanoose Bay) be added as a participating area to the Pool Service (Ravensong Aquatic Centre). The RDN encourages all residents to participate in the community engagement phase of this project and provide their feedback on the following two questions prior to January 27, 2023.

1. Should Electoral Area E (Nanoose Bay) be added as a participating area to the Pool Service (Ravensong Aquatic Centre)?
2. Should the cost recovery assessment for the Pool Service (Ravensong Aquatic Centre) be changed to 1/3 assessment, 1/3 usage, 1/3 population based?

Timeline

See attached project schedule.

Responsibilities

Tool/Task	Description	Responsible Party	IAP2 Spectrum	Budget	Date
Prepare for Public Engagement	Production of graphic material for information sessions, pop up	Third party contractor/ Recreation Services,	Inform/Involve	\$25,000 - \$30,000 estimate	Sept - Oct 2022

Engagement Plan



Tool/Task	Description	Responsible Party	IAP2 Spectrum	Budget	Date
	events and printing including postcard, posters, display boards	Corporate Services, Finance			
	Spaces booked and supplies for pop up events and public information sessions for EA's E, F, G, H, City of Parksville Town of Qualicum Beach	Recreation Services	Inform/Involve	Venue costs (6 X \$500 estimate) Consultant and staff time	Sept - Oct 2022
	Create Get involved Page	Recreation Services	Involve	NA	Oct -Nov 2022
	Create video	Third party contractor/ Recreation Services, Corporate Services, Finance	Inform	\$5,000 - \$10,000	Sept - Oct 2022
	Draft online survey	Third party contractor/ Recreation Services Corporate Services, Finance	Involve	Part of prepare for public engagement consultant expense and staff time	Sept - Oct 2022
Promote project and upcoming public engagement	News Release to inform about the project and engagement opportunities	Recreation Services and Communications and Engagement	Inform	N/A	Oct-Nov 2022

Engagement Plan



Tool/Task	Description	Responsible Party	IAP2 Spectrum	Budget	Date
events and online survey	Newspaper and radio ads, posters and social media	Third party contractor/ Recreation Services	Inform	3 monthly newspaper ads 2 standalone ads 2 radio ads Posters Social media – 1 boosted post \$2,000-\$3,000	Nov 2022 - Jan 2023
	Mail drop to all residences in EA E, F, G, H, City of Parksville, Town of Qualicum Beach to promote project, public information sessions and online survey	Third party contractor/ Recreation Services	Inform	\$9,000-12,000 to mail estimate \$4,000-6,000 to print estimate	Nov 2022
	Develop and share key messages and email info, Get Involved RDN page use and for Board members to share	Recreation Services and Communications and Engagement	Inform	N/A	Oct-Nov 2022
Hold In-person and virtual Public Information Sessions	One in-person event for each of the following areas: EA E, F, G, H, City of Parksville Town of Qualicum	Third party contractor/ Recreation Services, Corporate Services, Finance, Strategy	Inform	6 x \$500 = \$3,000 for venues Plus consultant and staff time	Nov. 2022 – Jan 2023

Engagement Plan



Tool/Task	Description	Responsible Party	IAP2 Spectrum	Budget	Date
	Beach (six total) Two virtual sessions	and Intergovernmental Services			
Online Survey	Gathering input on the bylaw amendment changes being considered	Third party contractor/ Recreation Services	Involve	N/A	Nov 14, 2022 – Jan 27, 2023
Create What We Heard Summary	Summarizing the survey input	Third party contractor/ Recreation Services	Involve	N/A unless consultant does and then only their time	Feb 2023
Present to the RDN Board the results of the public engagement	Provide a What We Heard Summary with the survey input	Third party contractor/ Recreation Services, Corporate Services	Inform		Mar– Apr 2023
Share the What We Heard Summary	Share with those that participated and advise of next steps based on Board direction	Third party contractor/ Recreation Services	Involve	N/A	Apr 2023

Budget Estimated \$65,000 to \$80,000.

Evaluation

Summary table showing Get Involved RDN page activity, attendance at open houses and number of surveys received. A summary of promotional materials distributed and media coverage received will be included.

Closing the Loop

A What We Heard Summary will be created sharing the input from surveys received. This will be presented to the RDN Board and then shared with those that participated in the public engagement through the Get Involved RDN page and newsletter to those that are connected to the page. When sharing with the public, we will also communicate the next steps.

Engagement Plan



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A What We Heard Summary will be created sharing the input from surveys received. This will be presented to the RDN Board and then shared with those that participated in the public engagement by posting it on the Get Involved RDN page and sending an enewsletter to those that are connected to the page. When sharing with the public, we will also communicate the next steps.

Media Relations

All media requests for interviews or quotes go through the Communications Coordinator who will either collect and relay a response from the relevant department's General Manager, the CAO, the Board Chair or a Board Director, or arrange for the designate to engage directly with the media.