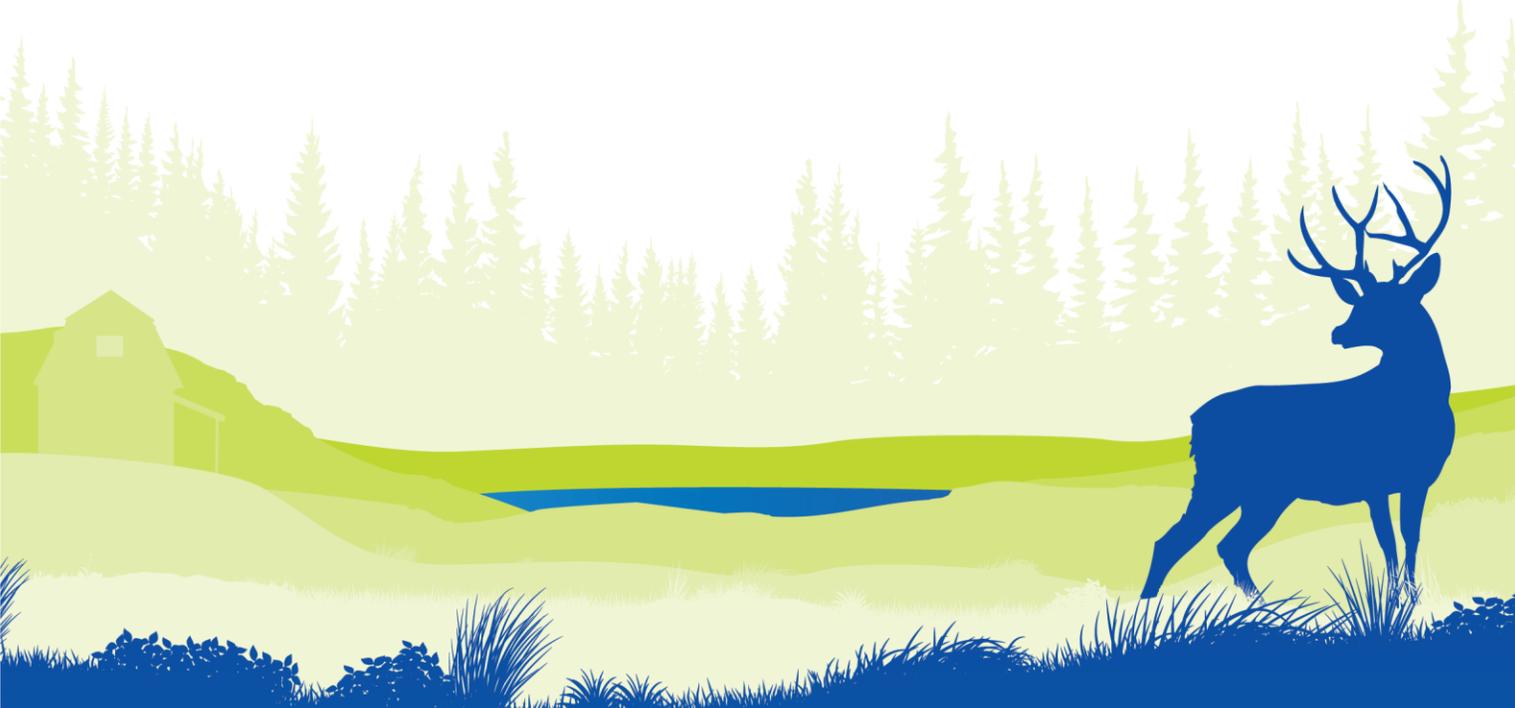


# South Cariboo Area

OFFICIAL COMMUNITY PLAN UPDATE



## Consultation Strategy

*December 2015*

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# 1. Introduction

## 1.1. Purpose of Consultation Strategy

The purpose of this consultation strategy is to detail the process for community consultation for the South Cariboo Area Official Community Plan (OCP) update. This document will guide the work of the consultant team for each phase of the South Cariboo Area OCP update.

## 1.2. Scope of Consultation

The OCP will be shaped in accordance with the issues and priorities identified during the initial community and stakeholder consultation activities. This way, research and planning efforts will be targeted to address matters of highest priority.

The consultation process detailed in this strategy seeks to involve and engage a wide range of residents and stakeholders, to generate policy direction to guide the future of the South Cariboo. The consultant team anticipates the following key project elements:

### *Cariboo Regional District*

Throughout this process, CRD staff will provide project oversight and will be kept regularly apprised of consultation activity results. The consultant team will work with staff to ensure valuable local knowledge and insight is incorporated throughout the process. CRD staff will be integral to the effective communication of the project progress by updating the CRD website and advertising public events and organizing venues for the community events.

### *South Cariboo Area OCP Advisory Committee*

An advisory committee consisting of Electoral Areas G, H and L directors and representatives from ten identified neighbourhoods, Tsq'escenemc (Canim Lake Band) and other Stakeholders has been established. Consultation with this committee will revolve around their advice with respect to relevant local issues and consultation strategies. The advisory committee will be an important part of the South Cariboo Area OCP update as members will be able to provide a local perspective on issues – in effect provide 'ears and eyes on the ground' as well as contacts for the community consultation process and serve as project ambassadors.

### *Stakeholder Organizations*

The South Cariboo Area is home to many different community groups and organizations. The consultant team has identified a list of community and business groups to engage in the preparation of the revised OCP. All will be contacted by letter, phone or email inviting them to participate and advising them of public events or meeting opportunities.

Stakeholders will include but not be limited to the following:

- South Cariboo Community Planning Council
- South Cariboo Sustainability Society
- South Cariboo Farmers Market Society
- Community Futures Cariboo-Chilcotin
- South Cariboo Chamber of Commerce
- Cariboo Elders Society (Creekside Seniors Activity Centre)
- 100 Mile Development Corp (South Cariboo Visitor Centre)
- South Cariboo Agri-Culture Enterprise Centre Society
- Cariboo Chilcotin Child Development Centre Association

- Cattleman’s Association
- Backcountry Riders

The CRD may identify other stakeholder organizations to be invited to take part in the consultation process. Direct contact of potential stakeholders will in no way limit the participation of other individuals or organizations.

#### *First Nations*

First Nations are important stakeholders in the OCP area and will be engaged in the update process. There are six principal First Nations with traditional territories and/or reserve land in the South Cariboo OCP boundaries:

- Tsq'escenemc (Canim Lake)
- Stswecem'c Xgat'tem (Canoe Creek/Dog Creek)
- Xats'ull (Soda Creek)
- T'exelcemc (Williams Lake)
- Esk'etemc (Alkali)
- Llenlleyen'ten - (High Bar)

The first four are part of both the Northern Shuswap Tribal Council (NSTC) and the Northern Secwepemc te Qelmuw (NSTQ) who are currently in the BC treaty process. Negotiations began in 1994 and are currently in Stage 4, Agreement-in-Principle (AIP) with an upcoming vote in February, 2016. Esk'etemc (Alkali) is also in the treaty process. They began negotiations in 1994 and have been negotiating an Agreement-In-Principle (AIP) since 1998. Llenlleyen'ten (High Bar) has been included as they have traditional territory in the Plan Area although their office is in Clinton they are not in the Treaty process. Tsq'escenemc (Canim Lake) is the only First Nation community with reserve land in the OCP area. A Canim Lake First Nation staff member will participate on the project’s South Cariboo Area OCP Advisory Committee.

#### *General Public*

It is clearly recognized that there is no single “public”. As such, a variety of tools and techniques will be employed to make sure there are adequate opportunities for the members of the community to become informed, meaningfully engaged and to provide input on the OCP update process and output. Care will be taken to design the communication approach and tools to target and effectively engage a range of seasonal residents.

### **1.3.Guiding Principles**

The following guiding principles are the core of the OCP update approach and methodology:

- ✓ **Inclusiveness** by engaging a diverse range of stakeholders and offering multiple means of consultation (e.g. open houses, online and offline consultation) including those unable to attend in-person events.
- ✓ **Integrity**, with a commitment to provide public contributions and feedback opportunities and integrate them into the OCP update at key stages throughout the process.
- ✓ **Respect** for all participants.
- ✓ **Innovation**, using creative consultation, analysis and communication tactics.
- ✓ **Clarity** and **transparency** of the constraints that the process has to operate within.
- ✓ **Timeliness** and **flexibility** of the OCP update process, to incorporate new material or alternative methods of consultation.

## 1.4. Guiding Objectives

In the interest of ensuring the OCP review and update are developed in such a way that builds on collective knowledge and the values of the broader community, this consultation strategy aims to:

- ✓ Reach as many people, organizations and agencies as possible within the South Cariboo OCP area;
- ✓ Leave participants with an understanding of the process and issues;
- ✓ Provide an opportunity for participants to express the comments and voice their concerns and know that they have been documented and taken into consideration;
- ✓ Ensure technical information is appropriately presented to the community and stakeholders so feedback is informed, reasonable and provides meaningful participation.

## 2. Consultation Approach

### 2.1. Communication Tools

The following communication tools are key components of the consultation process. Their use and timing is summarized below.

#### *Cariboo Regional District website*

The consultant team will develop materials to be placed on the South Cariboo Area OCP section of the CRD website. The page will act as the principal information portal for the project and provide opportunities for on-going public feedback and consultation. Through the course of the project, all project materials (e.g. information boards, event reports, surveys, newsletters, etc.), once approved by the CRD staff, will be posted on the site.

#### *Community Consultation Events*

The primary community consultation events for the OCP update process consist of the following:

- 1) Neighbourhood Visioning events
- 2) On-going online and offline feedback opportunities
- 3) Draft OCP Open House
- 4) Public Hearing

Two key community consultation events will be held during the project, both of which will be facilitated by the consultant team and incorporate a variety of interactive activities (e.g. issue ranking, community goals). Occurring at different phases of the project, each key consultation event will have its own focus:

- ✓ Process introduction, vision for South Cariboo, community goals, and issue identification
- ✓ Review of Draft OCP

The first key event, focusing on the process, vision & issue identification for the South Cariboo Area, will take the form of a neighbourhood visioning event and take place in three different communities. The second event, focusing on the community review of the Draft OCP, will take the form of a traditional Open House, also occurring in three different communities. Additional details are provided below in the Consultation Schedule.

The consultant team anticipates a combination of online and traditional communications tools prior to any in-person community events/meetings in order to create as much education and awareness about the project as possible. Options include development of community surveys, project specific e-newsletters, posters, unaddressed admail, and a media campaign.

Between the two key consultation events, on-going online and offline feedback opportunities will continue to be provided. Where possible, consultation events will be undertaken in conjunction with local community events to enhance community involvement, including seasonal residents. Possible local events and locations could include:

- Parkside Art Gallery Indoor Farmers Market (every Thursday, January – April 2016)
- Cariboo Women's Fair (May 2016)

The final community event will be the public hearing, when the consultant will present the proposed updated OCP and answer any questions.

#### *Community Surveys*

At each community event, surveys will be provided to gain feedback from those in attendance. Hard copies of the surveys will be available at the community events and community venues (e.g. CRD Offices and facilities etc.). Online surveys for those unable to attend community events will also be developed and hosted on the CRD website using a web-based survey tool (e.g. Survey Monkey). Surveys will be developed to support different project phases and address different topic areas throughout the process.

#### *OCP Social Media Updates*

While the primary source of information and consultation will be through the CRD website, public engagement and awareness will be supplemented through the use of a social media campaign throughout the project.

Over 600 people 'like' the Cariboo Regional District's Facebook page. It provides an additional opportunity to raise awareness of the project and process – but still encourage viewers to visit the project website for more information. Messages can highlight the existence of the project, linking back to the South Cariboo Area OCP section of the CRD website, upcoming events, and consultation opportunities. Supplementary engagement efforts through other CRD social media tools such as Twitter and YouTube, as per CRD Social Media policy and procedure, may take place where applicable and feasible. Consultant team will assist the CRD in the preparation of supplementary materials.

#### *Traditional Media Outreach*

There will be regular media releases on project updates, milestones, and current and upcoming activities utilizing the range of media available in the South Cariboo (e.g. 100 Mile House Free Press, Cariboo Country and the Goat Radio Stations, Caribooradio.com, CRD UpFront Newsletter (issued in June and September), and CRD news releases). Community posters and notices will also be created and posted to local information bulletins boards and distributed to key commercial retail locations, such as Save-On-Foods, and community gathering places, such as Creekside Seniors Activity Centre, Forest Grove Legion, and the 108 Community Hall.

The consultant team developed a project logo as part of the project identity of the OCP project. This branding will be used in conjunction with the CRD logo to raise the project profile and help the public recognize OCP documentation and consultation opportunities.

#### *South Cariboo Area OCP Advisory Committee*

The advisory committee represents a range of engaged and involved residents from the area and will play an important part of project consultation and outreach. Committee members will meet several times over the course of the project and be tasked with supporting outreach activities, including attending open houses. One face-to-face meeting will be held in each phase (total of four meetings),

with presentation materials and documentation to be provided by the consultant team, and approved in advance by the CRD staff.

Through regular updates and contact, the advisory committee will be kept apprised of developments and solicited for their knowledge on local issues. With relationships between them and their constituents/communities, South Cariboo Area OCP advisory committee members will be able to aid in informing the community of the project's progress. Members of the South Cariboo Area OCP advisory committee will be encouraged to share and retweet posts and tweets made by the CRD staff to their personal networks, as part of regular CRD Social Media policy and procedure.

Advisory Committee members include:

- Al Richmond, Electoral Area G Director
- Brian Coakley, Electoral Area L Director
- Margo Wagner, Electoral Area H Director
- Pam Theodore, Canim Lake Band
- Sonja Ramsey, 108 Mile
- Ron Soeder, 108 Mile
- Marilyn Niemiec, 103 Mile
- Peter Sanders, Buffalo Creek
- Harold Mobbs, Lone Butte
- Leon Chretien, South Cariboo Chamber of Commerce
- Nicola Maughn, Simon/Straight Lakes
- Val Severin, 97-93 Mile
- Doug Smith, Canim Lake,
- Peter Crawshay, Horse Lake
- Lori Frame

### *Stakeholder Groups*

Community-wide stakeholder groups will be notified of the OCP review and update process and encouraged to participate. In addition, direct discussions will take place to address specific OCP elements including meetings, as required. This is designed to ensure the broadest range of residents, community groups, and local businesses are involved and engaged in the project.

## **2.2. Communication Tool Measures**

Following each community event, the consultant team will prepare a report summarizing the consultation results and provide data analysis of the event. The reports will be distributed to CRD staff while summaries, with all key information, will be made available on the CRD website.

The results will be monitored and evaluated as to whether the consultation activities are achieving the desired goals & objectives. Attention will be paid to the quantity of responses as well as the breadth of respondents – the consultation strategy aims to be an inclusive process, engaging a wide range of residents and stakeholders. Feedback satisfaction surveys – asking about feedback on the event and the quality of information presented - can be deployed after engagement events to gauge outreach success and 'word on the street' levels – what's working and what isn't. Revisions and adjustments to the consultation strategy – in particular the techniques and timeline - will be made as findings and feedback require.

The Consultation Strategy aims to engage, at the very least, a similar number of people to those of previous community wide planning initiatives within the CRD – in particular in terms of number of event attendees, online survey responses, and number of stakeholder groups met with – as well as along a similar age distribution breakdown, as found by Statistics Canada within the CRD. A consultation summary report will be provided at the end of the process detailing out process results.

### 3. Consultation Schedule

The OCP review and update consultation strategy will occur in four phases, concurrent with the project phases outlined in the work plan. In each phase, the consultant team will be conferring with and, where appropriate and feasible, meeting with CRD staff to confirm strategy elements and objectives. The strategy phases and principle consultation initiatives are outlined as follows.

Table 1 - Consultation Schedule and Work Plan

Sept –Dec 2015	Jan - March 2016	April - June 2016	July - August 2016
Phase 1 Project Start Up	Phase 2 Issue Identification & Awareness	Phase 3 Building a Community Plan	Phase 4 Finalizing the OCP
<b>Work Plan</b>			
<ul style="list-style-type: none"> <li>✓ Background Report and other research</li> <li>✓ Consultation Strategy</li> </ul>	<ul style="list-style-type: none"> <li>✓ Initial Consultation</li> </ul>	<ul style="list-style-type: none"> <li>✓ Draft OCP framework</li> <li>✓ Policy Development</li> <li>✓ Preliminary Draft OCP</li> </ul>	<ul style="list-style-type: none"> <li>✓ Final Draft OCP</li> <li>✓ Review and Referrals</li> <li>✓ Revisions and Bylaw Adoption</li> </ul>
<b>Consultation Activities</b>			
<ul style="list-style-type: none"> <li>✓ Project Webpage</li> <li>✓ Media Launch</li> <li>✓ South Cariboo Area OCP Advisory Committee Meeting #1</li> </ul>	<ul style="list-style-type: none"> <li>✓ On-going online information sharing</li> <li>✓ Information Posters &amp; offline communication approaches</li> <li>✓ Project Newsletter #1</li> <li>✓ Community Survey #1</li> <li>✓ Neighbourhood Visioning Events</li> <li>✓ Stakeholder &amp; First Nation Outreach</li> <li>✓ South Cariboo Area OCP Advisory Committee Meeting #2</li> </ul>	<ul style="list-style-type: none"> <li>✓ On-going online information sharing</li> <li>✓ Information Posters &amp; offline communication approaches</li> <li>✓ Project Newsletter #2</li> <li>✓ Community Survey #2</li> <li>✓ Additional Stakeholder &amp; First Nation Outreach</li> <li>✓ South Cariboo Area OCP Advisory Committee Meeting #3</li> </ul>	<ul style="list-style-type: none"> <li>✓ On-going online information sharing</li> <li>✓ Information Posters &amp; offline communication approaches</li> <li>✓ Project Newsletter #3</li> <li>✓ Community Survey #3</li> <li>✓ Open House Events</li> <li>✓ Additional Stakeholder &amp; First Nation Outreach</li> <li>✓ South Cariboo Area OCP Advisory Committee Meeting #4</li> </ul>

### 3.1.Phase 1: Project Start Up

(September – December 2015)

This phase of the consultation strategy is about identifying stakeholders and publicly launching the project. This will involve working with CRD Staff to finalize the consultation strategy and compile a list of community contacts.

- ✓ A **project webpage** on the CRD website will be established and content coordinated to function as the OCP update's key information portal.
- ✓ A **media launch** will be prepared in collaboration with the CRD's Communications Department and in accordance with CRD media policies.
- ✓ E-newsletter **sign up widget** on the CRD website.

At this stage, general communication materials will focus on describing the project and its purpose, the overall timeline, and inviting community members to participate in upcoming online consultation and community open houses.

This phase includes initial meetings with CRD Staff and the South Cariboo Area OCP Advisory Committee.

### 3.2.Phase 2: Issue Identification & Awareness

(January – March 2016)

This phase of the consultation strategy will involve a series of activities and outreach tools to engage South Cariboo residents in a conversation about their future. During this phase, in addition to South Cariboo Area OCP advisory committee and CRD staff meetings, project communications and information materials will include:

- ✓ **Community information posters** distributed to key community facilities and centres in the area (e.g. CRD Offices and facilities) as appropriate and through the Electoral Area Directors.
- ✓ A **project newsletter** to be distributed and available online.
- ✓ A series of **visioning events** in three different areas of the South Cariboo (possibly 108 Mile Community Hall, Forest Grove Community Hall, Lone Butte and 100 Mile House as a convenient central location)
- ✓ Additional outreach activities, including meetings with **stakeholder groups** with special interest and **First Nations** if appropriate and feasible.
- ✓ A **community survey** to be provided both on-line and in hard copy at community events and through the CRD offices.

Key activities are described in more detail below.

#### *Neighbourhood Visioning Event*

The OCP update process will be introduced to the residents of the South Cariboo through visioning activities conducted in early 2016. The objectives of these activities will be to provide key information about the update process and the community (using the most current background information); to encourage key stakeholders to outline their interests in the process; to help prepare residents for future consultation events; conduct visioning activities, goal setting and issue identification.

This first set of events will include, in addition to some light refreshments:

1. A registration sheet in order to compile an email database to ensure participants can be invited to future events. There will also be a map of the South Cariboo Area OCP boundaries for attendees to identify their geographical location.
2. A series of storyboards with background information on the CRD and South Cariboo Area, the purpose of the OCP update, a summary of some of the issues the Area is facing and the process through which the new OCP will be developed.
3. Hand-out cards with information about the update process and links to feedback opportunities

If possible, these meetings can be scheduled over a two-day period through a combination of day and evening events in order to be as thorough and efficient as possible.

#### *Community Surveys*

The first of three community surveys will be prepared covering the different topic areas of the OCP update process. The objective will be to focus on policy development. Surveys will be available for completion at each event and online, as well as through the CRD website. Results will be posted on the webpage and feedback encouraged.

#### *Community Information Notices & Project Newsletters*

Consultant team will prepare, in collaboration with the CRD Communications Team, community information notices and project newsletters to be provided to community organizations and residents. Distributions of materials around the South Cariboo Area will be supported by the CRD.

#### *Stakeholder Organizations*

If necessary, direct discussions will take place with specific stakeholder groups in order to address specific OCP elements including meetings, as required. This will include an Age-Friendly initiative to reach out to seniors, young families and students (through School District No. 27).

### **3.3.Phase 3: Building a Community Plan**

(April – June 2016)

This phase of the consultation strategy will involve a series of online outreach tools to engage South Cariboo residents in reviewing the developed vision, policy directions and themes. In addition to advisory committee and CRD staff meetings, this phase's project communications and information materials will include:

- ✓ **Community information posters** distributed to key community facilities and centres in the area (e.g. CRD Offices and facilities) as appropriate and through the Electoral Area Directors.
- ✓ A second **project newsletter** to be distributed and available online.
- ✓ A second **community survey** as part of the **on-going online and offline consultation opportunities** to be available.
- ✓ Additional outreach activities, including teleconference meetings with **stakeholder groups** and **First Nations**.

Phase 3 will result in the completion of the draft OCP, which will then be released for community feedback in Phase 4.

### *Community Surveys*

The second community survey will be prepared covering a variety of policy development areas. The survey will be used to confirm preliminary policy directions and themes. Surveys will be available online through the CRD website and distributed to a targeted email list (gathered at the first community event). Results will be posted on the webpage and feedback encouraged.

Online and hard copy content allows community members to review documentation on their own time and to participate as they are able or wish to, without necessarily having to attend events in person.

## **3.4.Phase 4: Finalizing the OCP**

(July - September 2016)

The fourth and final phase will give the public a chance to review and comment on the Draft OCP during a broader referral process and through CRD Board of Directors presentations. The phase will include the final South Cariboo Area OCP advisory committee meeting. Following revisions to the OCP, the consultant team will prepare a presentation for the CRD Board of Directors.

This phase's project communications and information materials will include:

- ✓ **Community information posters** distributed to key community facilities and centres in the area (e.g. CRD offices and facilities, community bulletin boards etc. by the Electoral Area Directors).
- ✓ A third **project newsletter** to be distributed and available online.
- ✓ A series of **open houses** in three different geographical areas designed to maximize convenience and participation.
- ✓ A third **community survey** to be provided both on-line and at open houses.
- ✓ Additional outreach activities, including meetings with **stakeholder groups** with special interest and **First Nations**.

### *Open Houses*

The complete Draft OCP will be presented back to the community for feedback to ensure community ownership of the document and to raise any outstanding issues. This will take place at an open house in three communities.

The open house will include a presentation of key OCP highlights. Story boards will provide details of policies organized around the different subject areas. Stakeholders will also be invited to directly comment on the draft OCP, either by participating in the community consultation, online or through a survey. The feedback received at this stage will be summarized into a report for consideration by CRD staff and the South Cariboo Area OCP advisory committee and will include recommendations as to any changes and refinements.

For the open houses, the consultant team will:

- Work with CRD communications staff to prepare a media release to help promote the event.
- Prepare story boards to illustrate key messages and information to be vetted by the CRD prior to production by the consultant team.
- Provide a sign-up sheet.
- Prepare a questionnaire response form (both hard copy and online) to facilitate public feedback and comments.
- Provide documentation of the results.

The CRD will arrange for the open house by:

- Booking an appropriate venue
- Providing light refreshments

#### *Referrals*

Formal referrals to the School District No. 27, Tsq'escenemc (Canim Lake) First Nation, Interior Health Authority, Ministry of Transportation and Infrastructure, the Agricultural Land Commission and neighbouring communities (e.g., 100 Mile House) will take place in accordance with provisions of the *Local Government Act* (S. 879). This will represent the final consultation with these stakeholders as informal consultation will have taken place at earlier stages in the development of the OCP update.

#### *Public Hearing*

Following the introduction of the revised as bylaw, a public hearing will be scheduled. Graham Farstad will attend the public hearing for the CRD's OCP Bylaw to present the documents and answer any questions that may arise. Following deliberation and any minor amendments by the CRD after the Public Hearing, the new OCP will be presented to the Cariboo Regional District Board of Directors for third reading and adoption.

## **4. Conclusion**

The consultation strategy detailed in this document aims to engage a broad range of residents and interest groups and allow them to collaborate in the development of the OCP review and update. A variety of communication tactics will be employed ensuring a diversity of community members have an opportunity to understand the issues and process, and comment in a meaningful way. Public consultation sessions will be held and supplemented with direct discussion with a variety of stakeholders and four Advisory Committee meetings. The CRD website will provide a portal where the public can find out what's going on, access published materials, event dates, and contact information. An inclusive and engaging process will drive the OCP update and ensure the final document is broadly supported and represents input from the whole community.