



# Community Plan Review for Gambier Island

## Communications Plan

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Last Updated:

Version: 1

	Name	Endorsement Date
Project Sponsor	Courtney Simpson Regional Planning Manager	
Project Manager	Aleksandra Brzozowski Island Planner	
Local Trust Committee	Gambier Island	

### Purpose

*Taken from “Guidelines: A Strategic Approach to Local Trust Committee Communications” approved by Executive Committee, August 2011:*

*A Communication Strategy is an essential planning tool to help coordinate communication activities by:*

- *Ensuring all communications focus proactively on Islands Trust’s priorities, goals and objectives in a clear, timely and cost-effective way*
- *Ensuring roles & responsibilities are clear and consistent, ideally guided by policy*
- *Harnessing and focusing combined efforts to prevent duplication, avoid unintended conflicts and to make the most of existing opportunities (e.g. partnership with other agencies)*
- *Minimizing last-minute demands (crisis management)*
- *Anticipating public reaction before launching projects*

### Goals of Project Communications

- *To ensure that asserted Aboriginal rights are not infringed upon and further, to assist First Nations in achieving their goals in the Community Plan area where opportunities exist*
- *To describe the process, timeline and opportunities for input to property owners*
- *To empower property owners to have their say and demonstrate that they are being heard and their comments are valued*
- *To make participation in this process accessible to all property owners, other stakeholders, and First Nations*
- *To engage the Sunshine Coast Regional District in discussion of shared interests including parks and building inspection*
- *To explain and educate around the policy and legislated framework for creating an official community plan and land use bylaw in the Islands Trust Area, including the Policy Statement*

## Background

A review of Gambier's Official Community Plan (OCP) was placed as Priority #4 on the Top Priorities work program at the February 12, 2015 LTC meeting.

In previous years, the LTC has expressed a desire to pursue a comprehensive plan for the area that would holistically address cross-jurisdictional issues such as road networks and forest tenure in Crown land; such a project has been on the Projects List since 2010. Staff recognizes that there remains desire to apply a comprehensive planning lens to this OCP review as appropriate, and this should be considered when developing the communications plan.

## Stakeholders

Stakeholder	Interests, expectations, concerns
<i>Islands Trust</i>	<ul style="list-style-type: none"><li>• Preservation and protection of the Trust Area ecosystems</li><li>• The scale, rate and type of development in the Trust Area are compatible with maintenance of the integrity of Trust Area ecosystems</li><li>• To sustain island character and healthy communities</li></ul>
<i>Property owners &amp; residents</i>	<ul style="list-style-type: none"><li>• New policies should be fair, clear, and respect our needs</li><li>• Policies should not significantly impact land values</li><li>• Expect clear, proactive communication</li></ul>
<i>First Nations</i>	<ul style="list-style-type: none"><li>• TBD</li></ul>
<i>Agencies (FLNRO, Coastal Health, SCRD, MOTI)</i>	<ul style="list-style-type: none"><li>• To achieve their mandates on Gambier Island</li></ul>
<i>Citizens of BC</i>	<ul style="list-style-type: none"><li>• Preservation and protection of the Trust Area ecosystems</li></ul>

## Resources

Due to staffing changes in the Northern Office, staffing resources for the remainder of 2015 will be somewhat limited. However, there is now budget for appropriate external resources to be contracted. Engagement for the Gambier OCP has been deemed a suitable candidate for this funding.

The external contract would be managed by Planning Staff, from the Request for Proposals through the oversight of the work. Contracted staff will be responsible for preparing and distributing communication materials, as well as compiling a final report at the end of the consultation period.

The LTC will be asked to endorse the Request for Proposals as well as the initial newsletter and survey, but will not necessarily be given the opportunity to endorse future consultation materials due to time constraints between LTC meetings. By endorsing this Communication Plan, the LTC is directing staff to oversee this communications.

## Action Plan for Engagement Phase

Method	Key content / message	Cost	Target Date
<i>Contact with First Nations</i>	Early consultation	n/a	May 2015
<i>Website updates</i>	All project background documents	n/a	June 2015
<i>Annual Meeting with SCRD</i>	Early discussion of shared interests (parks, building inspection)	n/a	July 2015
<i>Request for Proposals for Consultation component</i>	Establish consultation goals for prospective consultant	TBD	July 2015
<i>Newsletter #1</i>	Communicate process, perceived timelines, anticipated scope	\$200	August 2015
<i>Survey or Online Forum</i>	Solicit opinions and feedback on identified topics	Contract	October 2015
<i>Community to Community Forum with First Nations</i>	Sharing of histories and interests re Gambier Island and to establish next steps	\$750	October 2015
<i>Newsletter #2</i>	Update on work, how to participate in online engagement	Contract	October 2015
<i>Survey #2 (online)</i>	Solicit feedback on 2-3 specific topics	Contract	November 2015
<i>Survey #3 (online)</i>	Solicit feedback on 2-3 specific topics	Contract	November 2015
<i>Survey #4 (online)</i>	Solicit feedback on 2-3 specific topics	Contract	November 2015
<i>Newsletter #3</i>	Summary of the Final Report from the consultant re: input from engagement, advertise for Gambier APC, Next steps	\$200	Spring 2016