

SYOWT
Ganges
Shiya'hwt

Gathers

**Community Engagement
Activities Overview**

November 2021

This Document

This document provides a detailed overview of the engagement activities planned for the first major round of engagement for the Ganges Village Area Plan process. The planning process is intended to ensure development occurs in a coordinated, sustainable, and resilient manner in order to address issues impacting the social, economic, cultural, and environmental sustainability of Ganges Village. Further background on the project can be found [here](#).

This first round of engagement falls within “Phase 1” of the existing Public Engagement Plan for the planning process.

This document supports and provides additional detail to build upon the existing [Public Engagement Plan](#), and it aligns with the [Ganges Village Planning Public Engagement Framework](#). Please click on the links for further information on the overall objectives and phasing of the broader engagement process.

This document was strongly informed by input shared by the Ganges Village Planning Task Force, as well as representatives serving equity-seeking groups on Salt Spring Island (i.e. through Salt Spring Community Services).

This document covers the following:

1. Phase 1 Engagement Objectives, Values, and Scope
2. Phase 1 Participation Level
3. Engagement Activities
4. Outreach and Promotions
5. Potential Risks and Mitigation Approaches
6. Evaluation and Reporting Out

This plan is a living document and can be updated as lessons are learned and circumstances change over the engagement process.

1. Phase 1 Engagement Objectives, Values, and Scope

In addition to the broader public engagement process objectives outlined in the Engagement Plan, the specific objectives of Phase 1 of the engagement program are to:

- **launch the engagement process; and**
- **to develop a vision, set of objectives, and generally inform the Ganges Village Area Plan.**

Community engagement is integral to Phase 1 because: People deserve to be part of planning processes that affect their lives; People are experts in their own lived experiences and therefore have inherent expertise to share; and People's input strengthens the plan and planning process.

Engagement in Phase 1 will align with Islands Trust's values of inclusion, respect, community voice, transparency, innovation, whole and equitable involvement, and on-going evaluation.

Engagement themes for this and all phases provide the scope for the engagement, and are outlined in the Public Engagement Framework. These topics include land use development, transportation and mobility, housing, arts and culture, economic sustainability, climate resiliency, infrastructure servicing, and protection of aquifers and biodiversity, as well as First Nations traditions and archeological protection.

2. Phase 1

Participation Level

The engagement level – as defined by the International Association of Public Participation (IAP2) Framework’s [Spectrum of Public Participation](#) – for Phase 1 is “involve”.

This means that the project team will “*work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered*”.

The promise to the community is that “*we will work with you to ensure that your concerns and aspirations are collected and will directly be reflected in the alternatives developed. We will provide feedback on how public input influenced the draft and final plans.*”

3. Engagement Activities

The following activities are planned as an “engagement blitz” to deliver on the Phase 1 objectives of the engagement process. Recognizing that this is just one of multiple engagement milestones over the the life of the process – and to build momentum and reduce engagement fatigue – this process includes a focused engagement timeline that poses similar questions through diverse channels and varied participation opportunities.

Engagement with First Nations is a top priority. Since First Nations are a government, their involvement in the process has not been included in this document about public/community engagement.

Greater detail will be provided in separate event plans that are specific to each major engagement activity.

Desired Outcome

To meet the engagement objectives and align with the engagement values, the desired outcomes of the following activities are to: raise awareness about the planning process; obtain input on assets, issues, aspirations, and ideas; and reach both the broad public as well as diverse participants, including equity-seeking voices often not heard in processes such as this one.

Online and Hard Copy Survey

This is a survey that includes both online and paper versions.

Timing

November 15 – December 31, 2021

Targeted Participants

Everybody (general public)

Roles

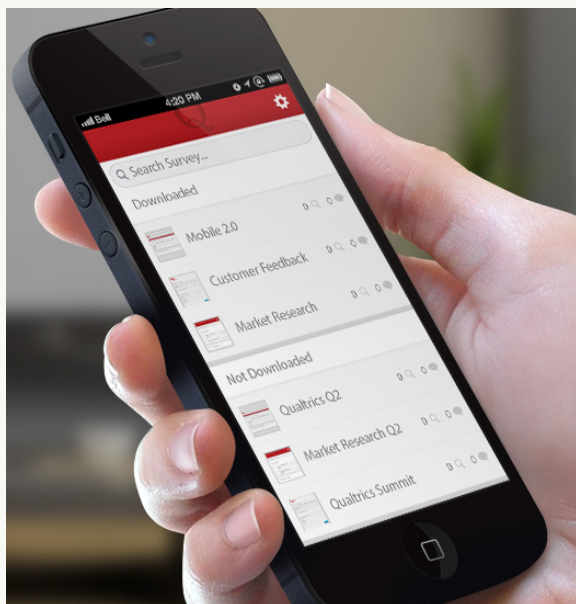
Consultants: Develop online and paper surveys; launch and administer online survey.

Islands Trust Local Planning Services: Distribute and collect paper versions of survey.

Details and Specific Desired Outcomes

The survey will be live in time for the launch of the process, so that the first outreach/ promotions can direct participants for immediate participation.

Specific outcomes: to reach as many participants as possible, and to collect demographic information to understand how key issues and aspirations relate to different demographic groups (e.g. location of home, age, gender, identity within equity-seeking groups, home owners vs renters, year round vs seasonal residents, business owners, etc).



What's Your Vision?

Pause for a moment and imagine what your ideal community would look like.

- What housing options do you have?
- What transportation choices are available?
- What kinds of open spaces and natural areas do you visit?
- Where do you work and how do you get there?
- What types of shops and services do you visit?

Help Us Map Our Community!

We're looking to understand how you view your community today. Please share places you view as community hearts, cherished assets and problem areas, and let us know about any ideas and opportunities! If you can, please share an address or intersection to help us map your response.

Describe Your Ideal Community!



Describe a Cherished Asset Here

If you can, please share an address or intersection to help us map your response



Describe a Community Heart Here

If you can, please share an address or intersection to help us map your response



Describe an Idea or Opportunity Here

If you can, please share an address or intersection to help us map your response



Describe a Problem Area Here

If you can, please share an address or intersection to help us map your response

Illustrative example from another engagement process

Community Organization Virtual Workshops

These are a series of interactive workshops held online through Zoom that target agencies and community groups.

Timing

December 2021 or January 2022

Targeted Participants

Agencies and community groups identified in the Engagement Plan, plus additional groups identified by the Task Force

Roles

Consultants: Plan, host, and facilitate workshops; extend invitations to participants; manage registrations.

Islands Trust Local Planning Services: N/A

Details and Specific Desired Outcomes

Sessions will be organized around the following general categories: community services and housing; environment and conservation; economic development and business; and arts, culture, and recreation. Two other sessions will be set aside for government agencies not covered within these four general categories.

Specific outcomes: to collect input from groups with a specific interest, knowledge/experience, influence, and/or jurisdiction over topics that relate to the planning process.

3 is a private road on which people travel slowly. 1 cycle there all the time.

Slowing things down. For example, Vespa's is 40 and could be reduced to 50 or less.

5 - too much expensive concrete. 10 - like the water feature - much better to let it dribble through and provide moisture to vegetation we like to be under and between.

Anything that enables moving around would be great. Some infrastructure exists but is also disconnected. Focus on connectivity including with other neighbourhoods and throughout region.

5 is good. Creating places for gathering. Breakfast and coffee. Comfortable. Casual. Something on corner of Mission and Lerwick. Great place for gathering and creating social cohesion.

A place to gather for light meal, snack, coffee, etc. Or a smoothie :)

There is a little green space in the rhodod - not maintained but a great spot. Green space can be a little wild and tiny, and still be a great spot.

MARKET DAYS in our community is one of the best examples of bringing people together in one place. People are doing business. People are spending money. Talking out a few parking lots and creating seating places. 5 and 8 I like. I like number 2 - community feel - like Barcelona with small city blocks and internal space.

NEIGHBOURHOOD STREETS

In-School Engagement

This involves engaging students from elementary, middle, and secondary schools through in-classroom activities.

Timing

December 2021 or January 2022

Targeted Participants

Children and youth

Roles

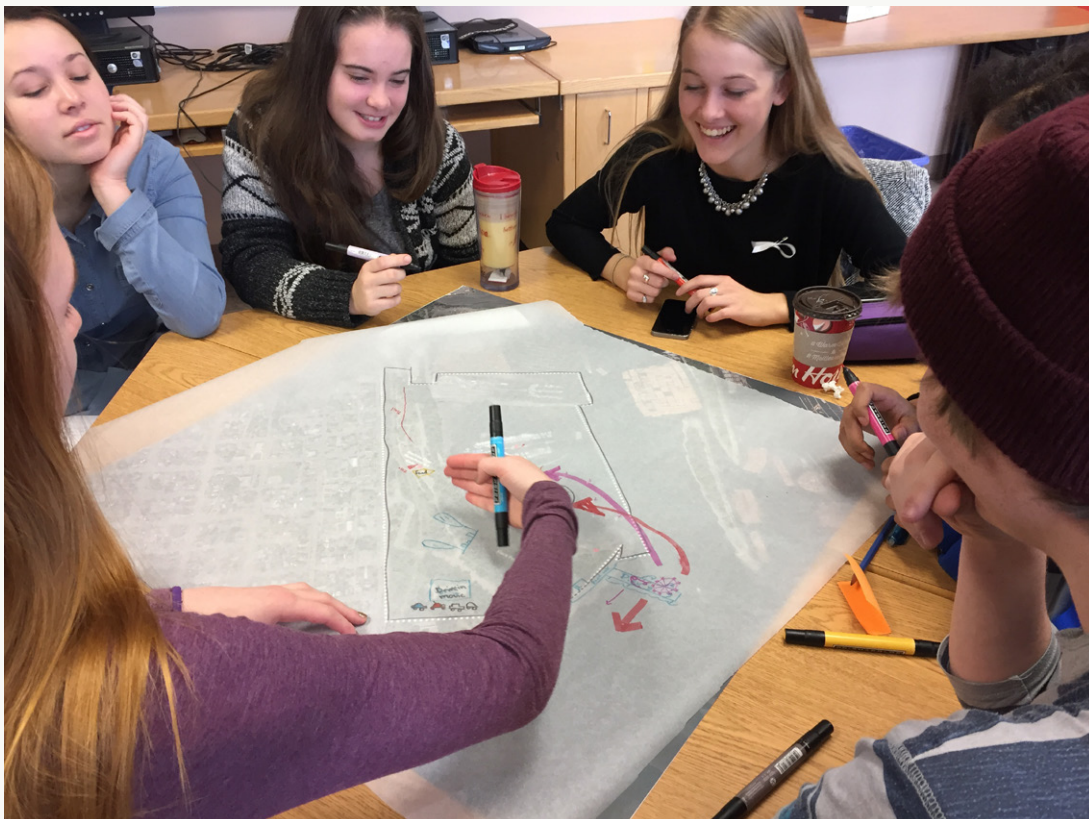
Consultants: Develop and deliver materials for activities, liaise with / provide instructions to teachers, host sessions either in-person or virtually (depending on schools' preference).

Islands Trust Local Planning Services: Collect completed materials the following week, if consultants are not permitted to host sessions in-person due to COVID safety requirements.

Details and Specific Desired Outcomes

Students will engage with age-appropriate interactive materials while in the classroom.

Specific outcomes: to collect input specifically from children and youth.



Pop-Up Engagement

These are interactive stations located in different areas of Ganges Village, which are staffed for 2-3 hours at a time.

Timing

Late November / Early December 2021

Targeted Participants

General public (everybody)

Roles

Consultants: Create engagement materials; staff pop-up stations; arrange with host locations.

Islands Trust Local Planning Services: N/A

Details and Specific Desired Outcomes

Suggested locations include Thrifty's, Country Grocer, Heritage Place Seniors Living, the Laundr-O-Mat, Salt Spring Island Public Library, and one or two other high-traffic outdoor locations in Ganges Village.

Specific outcomes: to collect input from people who might not otherwise participate in the engagement process, and to further promote the upcoming Ideas Fair and Walkshops.



Conversation Circle/Community Services Focus Group

This is an outdoor focus group discussion with about six people using Salt Spring Community Services.

Timing

December 5, 2021 (morning)

Targeted Participants

People using Salt Spring Island Community Services, including those experiencing homelessness and other equity-seeking folks facing unique barriers

Roles

Consultants: Plan, host, and facilitate conversation circle. Liaise with Salt Spring Community Services to invite participants.

Islands Trust Local Planning Services: Arrange for a canopy tent with chairs if event takes place in an open area.

Details and Specific Desired Outcomes

This event involves working with Salt Spring Community Services to invite local residents who are living or have lived in the shelter, in vehicles, and/or other rough housing, and others who are experiencing challenges related to inadequate income and supports. Participants will be compensated for their time and expertise.

Specific outcomes: to collect input from residents facing unique barriers that may include lack of housing, poverty, equity, safety, mental health, and addictions.



Photo Credit: ChangemakerXchange Tito Spinola

Community Ideas Fair

This is an in-person event for all ages that includes multiple diverse interactive stations for sharing input and ideas

Timing

December 5, 2021 (afternoon)

Targeted Participants

General public (everybody)

Roles

Consultants: Create materials; plan and facilitate event.

Islands Trust Local Planning Services: Arrange venue logistics and refreshments.

Details and Specific Desired Outcomes

This event will have a “fair like” atmosphere with diverse stations such interactive mapping, design activities, prioritization exercises, “big ideas” brainstorms, children’s activities, and more.

Specific outcomes: to collect input from diverse residents who are interested in in-person and relatively in-depth engagement.



Walkshops

These are walking workshops that allow residents to offer observations and insights on Ganges Village “in situ” and in real time

Timing

December 4, 2021 and possibly additional dates

Targeted Participants

General public (everybody)

Roles

Consultants: Plan and attend/host walkshops; manage registrations.

Islands Trust Local Planning Services: N/A

Details and Specific Desired Outcomes

Participants can sign up for one of two 75 minute walkshops in Ganges Village. A tour route will be pre-determined, and participants can offer observations and insights as desired and throughout.

Options for land-based activities will be explored, such as an opportunity to walk the land with a knowledge-keeper or Elder from a First Nation whose unceded traditional territories encompass Salt Spring Island. An option for a walkshope geared specifically to local businesses will also be explored.

Specific outcomes: to collect input from residents who are interested in in-person and in-depth, place-based engagement. This also provides opportunity for outdoor in-person engagement for those who do not wish to attend the indoor Ideas Fair.



Community Design Workshop

Desired Outcome

To build upon the input obtained in all of the previous activities by distilling assets, issues, and aspirations into more detailed planning and design ideas that will help inform the next steps of the planning process.

This is a full day design-based event intended to take the outcomes from the community engagement process and translate/apply them to specific planning ideas for consideration later in the planning process. Approximately three, two to three hour sessions will be scheduled with different groups to enable participants to connect directly with each other and the planning and design team, in smaller (COVID19-safe) numbers.

Timing

To be determined (2022)

Targeted Participants

A manageably-sized but diverse group of participants that include members of the Task Force as well as a diversity of perspectives and lived experiences.

Details and Specific Desired Outcomes

The agenda will be created closer to the event date, and is expected to include reporting out on community engagement outcomes / input received to-date, presentations, visioning exercises, and design exercises. After the sessions have concluded, participants and the broader community will be invited back to review and comment on overall outcomes from the day.

Roles

Consultants: Create engagement materials; plan and facilitate event.

Islands Trust Local Planning Services: Arrange venue logistics and meals/refreshments.



4. Outreach and Promotions

The following outreach mechanisms will be used to promote engagement opportunities and build awareness about the project in Phase 1:

Website – The project website will be updated with the project identity and opportunities for engagement.

Poster – Dozens of posters will be posted in high-traffic locations around Salt Spring Island, including a link to the website and survey, QR code to the survey, and a list of in-person engagement opportunities including registration details for the workshops.

Postcards – A postcard with the same information contained in the poster will be mailed to every address on Salt Spring Island.

Newspaper Advertisements – An advertisement will be printed in the Gulf Islands Driftwood (print version) that contains the same information as the poster/postcard. An advertisement will be included in the Community Exchange Paper (digital version).

Social Media – A number of social media posts advertising different elements of the engagement process will be created for sharing with community agencies and partners for distribution through their channels.

Email Blasts – In addition to extending emails to local groups inviting participation in workshops, emails will be shared with local businesses, agencies, and other organizations to raise awareness of the process including opportunities for involvement. In some instances, organizations – including those providing services to the community – will be encouraged to forward emails to other community members. We also request that the Task Force share through their own email networks.

5. Potential Risks and Mitigation Approaches

The pandemic has reinforced the importance of being adaptive and responsive to unforeseen challenges. The following risks and mitigation approaches are accounted for in this engagement process:

Risk: Social distancing requirements preclude the use of some commonly-used engagement tools. This can make engagement challenging, particularly with harder-to-reach populations including those who do not have access to online/virtual platforms. Many also are suffering from “online/Zoom fatigue”.

Mitigation Approach: This engagement plan includes a diversity of options for engagement that include going directly to where people congregate/shop/recreate/learn, as well as outdoor engagement activities. Surveys include both virtual and physical versions, and workshops with organizations will be held virtually. For in-person engagement, COVID19 safety plans will be in place.

Risk: Participation is not representative. In engagement processes there is often under representation of children/youth and equity-seeking groups.

Mitigation Approach: Some of the engagement activities specifically target youth and children, as well as equity-seeking groups. Demographic information is also collected through the surveys, which allow input from under-represented groups to be brought to the surface.

Risk: The complexity of planning issues prevents participants from meaningfully contributing.

Mitigation Approach: All engagement materials will be designed to be accessible for diverse audiences. Likewise, engagement activities include elements that enable education, allowing participants to connect the dots between land use (and other planning topics) and community goals. This further enables informed participation.

Risk: Participants do not feel that engagement activities adequately collect their input.

Mitigation Approach: Most of the engagement activities include a component in which participants can offer input on the activity itself, allowing future activities to be adapted on an ongoing basis. In addition, all engagement activities will be summarized and made publicly available. In subsequent phases, participants will have the opportunity to learn how input informed elements of the plan.

6. Evaluation and Reporting Out

Evaluation

The appropriateness and effectiveness of engagement activities will be gauged through:

- Questions embedded in surveys and other interactive materials
- Exit surveys for both virtual and in-person workshops and events
- General feedback from project staff, the Task Force, and others directly interfacing with community members during the engagement process

Based on this feedback, engagement activities in Phase 1 can be fine-tuned on an ongoing basis. This information will also be useful for future engagement efforts in future planning phases.

Reporting Out

The consulting team will collect, synthesize, and summarize all input from the activities outlined in this appendix. The consulting team will submit an Engagement Summary Report early 2022, and can provide presentations to the Task Force and elected officials.