

TOWN OF SIDNEY



OFFICIAL COMMUNITY PLAN REVIEW ADVISORY COMMITTEE MEETING MINUTES of JULY 6, 2020

Meeting held via Videoconferencing

PRESENT:

- Chairperson: Mayor Cliff McNeil-Smith
- Members: David Calveley, Denny Gelinis, Hannah Nawroth, Marie Savage, Bernardine van der Meer, Gae VanSiri
- Council Member: Councillor Peter Wainwright
- Staff: Randy Humble, Chief Administrative Officer
Andrew Hicik, Director of Corporate Services
Corey Newcomb, Senior Manager of Long Range Planning
Kelly Albucz, Development & Administrative Coordinator (Recording Secretary)
- Absent: Todd Weibe

1. CALL TO ORDER:

The Chair called the meeting to order at 2:28 pm.

2. Territorial Acknowledgement

The Mayor respectfully acknowledged that this evening's meeting is being held on the traditional territory of the WSÁNEĆ First Nation; the Tsawout, Tsartlip, Pauquachin, and Tseycum.

3. ADOPTION OF AGENDA:

Moved by: B. van der Meer

Seconded: G. VanSiri

That the Agenda be adopted as circulated.

MOTION CARRIED UNANIMOUSLY

4. ADOPTION OF MINUTES:

Moved by: M. Savage

Seconded: H. Nawroth

That the Minutes of June 18, 2020 be adopted as circulated.

MOTION CARRIED UNANIMOUSLY

5. Council Referral of OCP Draft Work Plan & Draft Community Engagement Plan

C. Newcomb reviewed the following components of the draft work plan:

- Phase I – Project Initiation & Background Review (current)
 - Stakeholder Interviews
 - Background and Recommendations Report
- Phase II – Explore the Options
 - Public Launch Event
 - Land Use and Growth Options Design Charrette
 - Online Survey
 - Key Directions Report
- Phase III – Draft the Plan
 - Policy Development and Finalizing Plan
- Phase IV – Finalize the Plan (end of 2021)
 - Public Hearing
 - Finalizing the OCP Bylaw

Engagement Plan:

- Who Are We Engaging With
 - External stakeholders
 - General Community
- How Are We Engaging
 - Four Phases (basic activities)
 - Stakeholder Interviews / *Infographics 3 total* (optional), *Community Popups* (optional)
 - Open Houses(s) – Public Launch Event
 - Design Charrette
 - Online Surveys / *Stakeholder Workshops or Walking Tours & Workshops* (optional)
 - *OCPizza Night Workbooks and Discussion Guides* (optional)
- What Are We Engaging On
 - Stakeholders & Public input
 - Technical expertise
 - Council & staff direction

C. Newcomb added that there is a lot of behind the scenes work being done, including non-consultant engagement work that needs to be added to the engagement plan. The plan will be updated accordingly in cooperation with the consultant. C. Newcomb gave a brief overview of the June 29, 2020 staff report recommendations to Council:

1. Optional Engagement Tasks (will require additional funding)
 - a. **Three suites of infographics**
 - i. Used in the first three phases of the project.
 - ii. Mechanism to communicate complicated, informational and policy environment types of questions.
 - iii. Endeavors to deliver the information and questions quickly, simply, and visually via social media, newspaper ads.
 - iv. Information to grab people's attention and encourage responses to those questions – bring people into the project.

b. Two extra days for the Land Use and Design Charrette

- i.* Process where design professionals, planners, public and stakeholders come together to talk about future land use, urban design, building design, and try to come to consensus as to what the future will look like in that respect.
- ii.* A large amount of information on multiple land uses (seven in Sidney) in order to flesh out wide range of land uses and develop a consensus on what those will look like going forward.

c. Four stakeholder workshops or community walking workshops

- i.* Deep policy “dives” with the public and stakeholders in specific areas ie: environment:
 - Gather seven or eight people who represent different facets of environmental groups around the community.
 - Ask group what are some of the environmental issues facing Sidney.
 - What might some of those solutions look like going forward?
 - How can those be developed into the context of the OCP.
- ii.* Very helpful in getting specialized feedback from the public and stakeholders.

d. OCPizza Night Workbook program

- i.* Workbook that can be accessed either digitally or paper version.
- ii.* Public can use the workbook in small gatherings of family or friends via Zoom or other video conferencing platform and complete the questions and have discussions while sharing pizza.
- iii.* Idea behind this activity is to reach those people who typically don’t come out to open houses associated with a land use plan (silent majority).

e. OCP Summary Broadsheet

- i.* Similar to infographics; gives a final “at a glance” tool to access what is typically a very complicated policy document.
- ii.* Booklet form with pertinent information “at a glance” regarding the draft OCP prior to Council adoption and would allow for final public input.
- iii.* Once the OCP is adopted, it would be worked out into a final broadsheet of pertinent information that the residents could access without having to read the entire OCP document.

C. Newcomb added the following comments:

- Would like to see a little more emphasis in the final engagement plan around the use of social media and how social media can be used for public outreach as well; keeping in mind not all people in the community are comfortable using this form of communication.
- Also more mention of the non-consultant work being performed by Committees and staff that need to be made clear in the current plan.
- Consolidate the two documents into one and cleanup of formatting.

Mayor McNeil-Smith thanked C. Newcomb for his overview of the plan and asked members to comment or ask questions regarding the following:

- Four Phases of the Work Plan;
- Four Phases of the Engagement Plan;
- Five additional engagement recommendations made by staff.

Mayor asked C. Newcomb how the five listed components were arrived at.

C. Newcomb stated that the project RFP was issued with a specific budget so all submissions were done within the budget provided, however, some respondents had added potential additional items for additional costs, or were interchangeable with listed items. Modus provided potential additional engagement options in their project proposal; staff have recommended some but not all in the staff report.

C. Newcomb added should Council not approve the additional cost items to the budget, that some of the items could potentially be “juggled around”; excluding the additional charrette days. Items such as the Community Amenity Contribution (CAC) Policy which was updated a few years ago; may not need extensive review and can be swapped out for another item.

The Committee Members agreed on the following:

- 1) Supported the five additional engagement options:
 - a) three suites of infographics
 - b) two extra days for land use and design charrette
 - c) four stakeholder workshops or community walking workshops
 - d) OCPizza night workbook program
 - e) OCP summary broadsheet
- 2) Also supported adding item f), Project Ambassador Program as there is an opportunity for Sidney high school students to participate.
- 3) Supported the involvement of high school students with the pop-up events and information dissemination for the project.
- 4) Liked the work plans pace and flow; very comprehensive.
- 5) Clear plain language used.
- 6) Liked focus on social media use.
- 7) Budget of \$30,000.00 is reasonable and should be supported/approved.

The Committee felt the following items needed to be included or better developed:

- Community well-being and livability in relation to land use regulations.
- Quality of pedestrian environment and walkability in general.
- Urban food security and urban agriculture.
- Private and public interface related to a good neighbor list.
- Time line calendar or Gantt chart included with documents attached.
- Plan to passively maintain interest/engagement over the project timeline.
- Would like “planning speak/language” better defined/explained.
- Other Town Commissions/Committees should have option for involvement through Council referral, e.g. Advisory Planning Commission.
- Tree preservation as part of the environmental component.
- Parking considered as part of the project.
- Visual aid/model for what the new OCP would “look like” on the ground in order for the public to gain a better understanding of what is being proposed.
- Workbook activity will need to ensure ways to incent the target group engagement.
- Popup locations will be critical; need to be where people need to be.
- Suggest use of local magazine publications to include Seaside Magazine.
- Suggest use of flyers and information cards to be distributed to coffee shops and local retail stores.

Additional tasks not recommended by staff that were discussed:

- a. “Project Ambassador” recruitment, training and pop-ups.
- b. Video production
- c. Geospatial development capacity analysis

C. Newcomb gave an explanation regarding geospatial development analysis, which is a useful tool where a municipality has strong underlying datasets. However, Sidney's GIS system is still relatively new and the range of data available doesn't support doing this task. C. Newcomb also advised that use of infographics would likely be as effective as the video production.

The Committee asked what the cost for the Project Ambassador component would be and what scope of involvement does it have in the project. C. Newcomb estimated the cost at \$6,500.00 and would occur throughout three stages of the project. More details of the components to be provided by Modus as we got closer to that phase in the project. Staff were not recommending the Project Ambassador component be included, as staff believe doing this "in-house" would be more effective, as planning staff are already well-informed and trained in public engagement.

Mayor commented on the Approach Report last fall which contained a timeline (pre-Covid). Is that timeline still being used?

C. Newcomb stated that overall the timelines presented last fall have, overall, been adhered to so far. There will always be the need for flexibility as there could be changes from Council that could prolong the process. Currently the timelines indicated in the Communications & Engagement Strategy report are valid. Stakeholder candidate lists have been submitted for consideration.

The Committee expressed their wish to be utilized more frequently and felt it would be beneficial for members to interact informally between meetings such as create a forum.

Moved by: D. Calveley
Seconded: D. Gelinis

The OCP Review Advisory Committee recommends to Council that the OCP Review Project Work Plan and the Community Engagement Plan be approved with the inclusion of tasks a) Three suites of infographics, b) Two extra days for the Land Use and Design Charrette, c) Four stakeholder workshops or community walking workshops, d) OCPizza Night Workbook program, e) OCP Summary Broadsheet as detailed in the proposal.

MOTION CARRIED UNANIMOUSLY

Moved by; D. Calveley
Seconded B. van der Meer

The OCP Review Advisory Committee recommends to Council that the OCP Review Project Work Plan be approved with the addition of the Ambassador program as detailed and suggested by Modus.

MOTION CARRIED - One Opposed

6. NEXT STEPS

C. Newcomb not asked for an update.

7. **ADJOURNMENT:**

That the meeting be adjourned by unanimous consent.

Moved by: G. VanSiri
Seconded: B. van der Meer

That the meeting be adjourned.

MOTION CARRIED UNANIMOUSLY

Meeting adjourned at 4:02 p.m.

CHAIRPERSON