



MODUS

from insight to impact

COMMUNITY ENGAGEMENT PLAN

Town of Sidney

OCP Update 2020-2021



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WHY WE ARE ENGAGING

CONTEXT

The Town adopted its current OCP in 2007. Although some minor amendments have occurred since adoption, there have been minimal significant revisions to the OCP despite the rapidly changing local, regional, provincial, and national contexts over the past decade.

In order to establish a renewed community consensus and policy approach to future community growth and development, the Town of Sidney is doing a comprehensive review and update to the OCP.

An updated Official Community Plan will support a number of strategic priorities, including integrating directions from recent forward-thinking planning projects (e.g., West Side Local Area Plan, Parks Master Plan) and coordinating the significant development activity Sidney is experiencing. In addition, the update will address a range of challenges the community is facing, including:

1. Housing attainability and affordability;
2. The Climate Emergency and need for action on climate adaptation and mitigation;
3. The scale and character of the Town, including the type, scale and location of future development in Sidney;
4. Environmental sustainability and ecological integrity;
5. Transportation, including walking, rolling, and cycling; and
6. Local economic development in the post-COVID context.

The Official Community Plan update process will embrace a “made in Sidney” approach and the bylaws will emerge through rich community dialogue. The Town of Sidney is looking forward to robust public conversations with many opportunities for the community to provide input. This document outlines our process for those conversations.

KEY INSIGHTS FOR ENGAGEMENT

Insights from preliminary workshops with key staff help frame our overall strategy and includes the need to:

- Engage the diversity of people who live in the area to build shared understanding and awareness and to gather meaningful and representative input;
- Incorporate education components to build understanding of what an OCP is and isn't;
- Gain a strong and positive consensus and buy-in into the OCP;
- Communicate that development and growth is happening and the OCP process should determine how it will be balanced with community needs and character, residents desires, and local capacity;
- Build the recognition that development helps pay for many of the desired improvements;
- Need to accurately capture residents' vision for Sidney and encourage the development of that vision; and
- Need for a broad and diverse conversation, without disproportionate time spent on any one issue.

PURPOSE & OBJECTIVES OF ENGAGEMENT

In late 2021 the Town of Sidney would like to adopt a new Official Community Plan. Public engagement is a crucial component to help us understand the community's existing and desired future needs, aspirations, and vision, and to learn what residents and stakeholders value about their Town.

OBJECTIVES

AWARENESS & UNDERSTANDING

- **Raise broad awareness** of the planning process, what an Official Community Plan is, and why it is being reviewed and updated.
- **Provide clear information** about key issues and opportunities.
- **Build a shared understanding** of what the OCP will look like 'on the ground'.

OPPORTUNITY & INPUT

- **Provide a range of meaningful engagement opportunities** for the public to learn about the project, share input, and dialogue around key issues.
- **Gather meaningful ideas and input** from a diverse range of community members and stakeholders to inform the OCP update.

PROCESS & ACCOUNTABILITY

- **Document our process** with clear and transparent information about what we did, who participated, what we heard through engagement activities and how input was used to influence the OCP update.

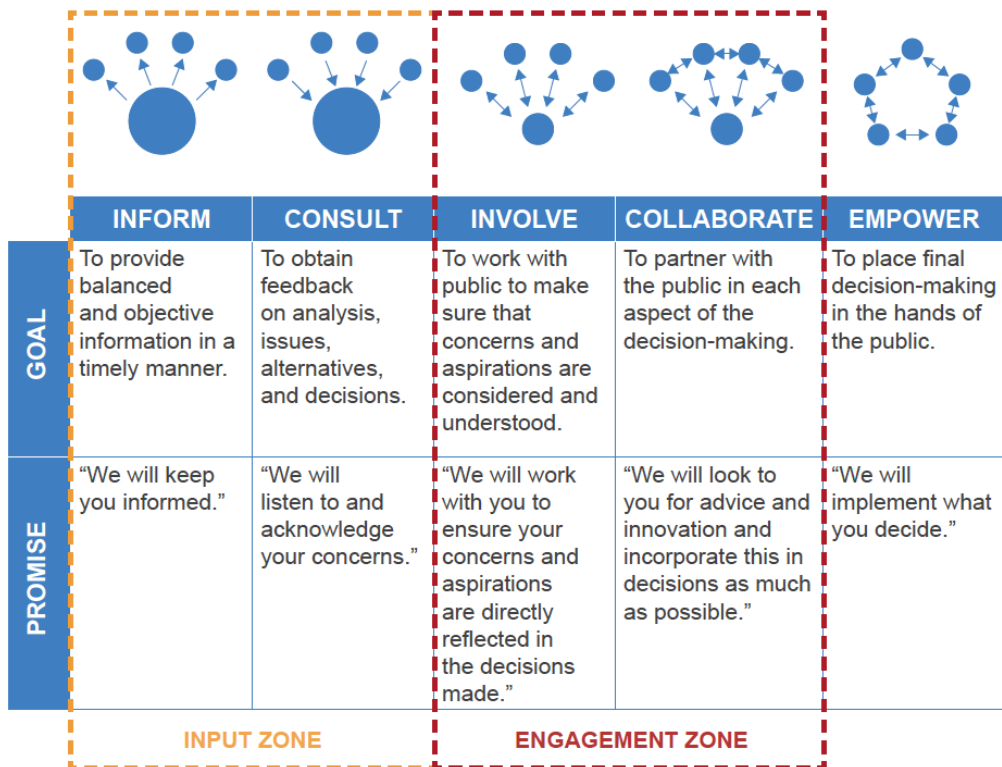
OUTPUTS

- **Engagement summaries** included within: Phase 1 Background & Recommendations Report; Phase 2 Key Directions Report; and, Phase 3 Draft OCP.
- **Summary Report** of the Phase 3 Open House & Online Survey.
- **Optional:** Suite of social media infographics at the end of each phase.

WHAT WE ARE ENGAGING ON

LEVEL OF ENGAGEMENT

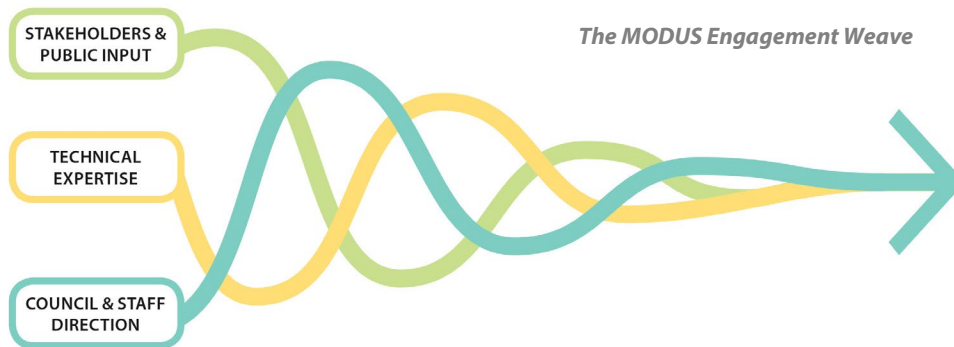
The International Association of Public Participation’s (IAP2) Spectrum of Participation recognizes that not every project requires the same level of engagement. To ensure an authentic and transparent process it is important to be clear about our ‘promise to the public’ about what we are engaging on, how we are engaging, and how people’s input will be used to influence the process.



International Association of Public Participation

The engagement process will utilize approaches from across the spectrum, allowing for broad or deep engagement depending on the needs of each stage of the project and participants desires for involvement. In some cases, we will simply inform participants about the opportunities available, while at other times we will offer opportunities to be more deeply involved, provide feedback and get involved in discussions.

It is also important to recognize that public and stakeholder engagement is only one stream of influence on the project. The OCP update is also influenced by technical design considerations and Council and Staff direction.



Together, these various inputs form an “Engagement Weave”. It’s important for the public and stakeholders to be aware of the various channels through which feedback is collected and how that feedback works within the context of a broader process.

Weaving the inputs together and finding consensus across the diversity of ideas and comments, the planning team will directly reflect these concerns and aspirations in the draft and refined plan, which will also include a summary of how public input influenced the plan and decisions.

WHO WE ARE ENGAGING WITH

This process will seek to involve a broad range of community members and stakeholders to ensure a diversity of views and interests representing the diversity of the community are represented.

TARGET AUDIENCES

External stakeholders are defined here as individuals, groups, or representatives of organizations (including other government agencies, business interests, and community groups, and specific subsets of the public such as residents). To help determine how we will communicate and engage different groups, Town of Sidney staff participated in a ‘stakeholder mapping’ exercise where stakeholders were identified and organized into different categories.

STAKEHOLDER MAP

| | <i>Low Impact / Interest</i> | <i>High Impact / Interest</i> |
|-----------------------|---|---|
| <i>High Influence</i> | <p>Keep Informed</p> <p>They should know what is going on and are updated on the process and opportunities to be involved. They may be groups that the Town is required to refer the draft OCP to.</p> | <p>Collaborate</p> <p>They are key people to collaborate with and engage with in person. They can use their networks to spread project and engagement information.</p> |
| <i>Low Influence</i> | <p>Monitor</p> <p>They are people to share information.</p> | <p>Keep Involved</p> <p>They are people to involve through broad public engagement and ensure their interests and ways they are impacted are considered within the OCP update process.</p> |

GENERAL COMMUNITY

The **'general public'** also includes many different subsets of people and groups. These people and groups typically take extra efforts to reach as they require project teams to meet them where they are in the community, rather than inviting them to typical open house style evenings. The process has several activities planned to this end and will seek to reach a broad and diverse range of participants including:

- A range of age groups (youth, young adults, families, seniors)
- People who live or work in the study area or nearby (residents, commuters, etc.)
- People with mobility challenges (walkers, mobility scooters, wheelchairs, strollers)
- Vulnerable or underserved populations (street entrenched / at-risk, Indigenous communities, women and children, new immigrants and refugees, people with disabilities)

HOW WE ARE ENGAGING

This Communications and Engagement Strategy focuses on the engagement activities that will be led by MODUS. Town staff will also undertake additional targeted engagement opportunities throughout the project as opportunities and needs arise. Town-led activities are denoted in purple text.

PHASE 1 – PROJECT INITIATION & BACKGROUND REVIEW

PROJECT INITIATION LETTERS

Summary: The Town will send letters to project stakeholders, community organizations and First Nations advising them of the project and inviting early feedback and establishment of communication channels.

- **Date:** May 2020
- **Invited Stakeholders:** Multiple.
- **Level of Engagement:** “Inform” level associated with the IAP2 Spectrum engagement scale.
- **Outputs:** Project information letters.
- **Outcomes:** Key stakeholders are advised that the project is about to begin and the Town receives early feedback from any organizations that wish to provide it.

ESTABLISH AN OCP REVIEW ADVISORY COMMITTEE

Summary: The Town will establish an advisory committee made up of the Mayor, a Councillor and interested citizens to provide detailed recommendations and feedback on all aspects of the project.

- **Date:** May 2020 onwards
- **Invited Stakeholders:** Residents
- **Level of Engagement:** “Collaborate” level associated with the IAP2 Spectrum engagement scale.
- **Outputs:** A select committee of Council.
- **Outcomes:** The OCP Review Advisory Committee will provide advice and recommendations to Council on any matter associated with the project that Council chooses to refer to the Committee. Council may also refer items to other Town committees as they feel is appropriate.

STAKEHOLDER INTERVIEWS

Summary: We will conduct interviews (or a simple survey) with key Town staff and key external stakeholders. These interviews will draw out key opportunities and challenges for Sidney, help inform key stakeholders about the project process, and build awareness about and trust in the project. This also helps to identify project champions and networks for the project contacts database.

- **Date:** June-July 2020
- **Invited Stakeholders:** Stakeholders in the “collaborate” quadrant.
- **Level of Engagement:** “Consult” level associated with the IAP2 Spectrum engagement scale.
- **Outputs:** List of contacts for future distribution of information, preliminary feedback on opportunities and challenges for the OCP, information about key ways to communicate with and engage with their networks.
- **Outcomes:** Key stakeholders are engaged in the process from the beginning and have information on how they can stay involved throughout the process.

INFOGRAPHICS #1

Summary: Using the background research materials, a set of attractive and pertinent infographics will be made for use on the Town of Sidney's social media channels.

- **Date:** August 2020
- **Invited Stakeholders:** Online followers.
- **Level of Engagement:** "Inform" level associated with the IAP2 Spectrum engagement scale.
- **Outputs:** 8-10 engaging graphics formatted for use on Twitter, Facebook, and Instagram, paired with recommended wording for social media posts.
- **Outcomes:** A boosted online presence will help the Town of Sidney communicate the essential parts of the OCP update to its online following, leading to a more informed public.
- **Success Target:** 50% increase in social media followers over the course of the project.

PHASE 2 – EXPLORE OPTIONS

COMMUNITY POPUPS (AUG-NOV)

Summary: Project ambassadors (staff and volunteers) will host pop-up locations throughout Sidney. This is a broad engagement technique in order to get a wide range of people aware and involved in the OCP process. The objectives of the pop-ups would be to increase community understanding of what an OCP is and isn't, increase awareness of the OCP update process, gather residents' and stakeholders' visions for Sidney, and gather input on key opportunities, challenges, and priorities for the future.

- **Date:** August-November 2020
- **Invited Stakeholders:** Residents.
- **Level of Engagement:** "Consult" level associated with the IAP2 Spectrum engagement scale.
- **Outputs:** List of contacts for future distribution of information, preliminary input on vision, and key opportunities, challenges, and priorities for the future.
- **Outcomes:** Residents are engaged in the process from the beginning and have information on how they can stay involved throughout the process.
- **Success Target:** 40 attendees per pop-up.

PUBLIC LAUNCH EVENT (SEPT-OCT)

Summary: The public launch events will be a drop-in, open house style launch event. The objectives of the launch event are to increase community understanding of what an OCP is and isn't, increase awareness of the OCP update process, gather residents' and stakeholders' visions for Sidney, and gather input on key opportunities, challenges, and priorities for the future. We suggest that we host this event outdoors (if possible) or indoors at a large location (e.g., gym), potentially with pre-registration, to minimize COVID risk.

We will work with Town staff to determine the right questions, methodology and format for these events blended with our own experience. Our initial suggestions include a "Giant Walk-about Map" to ask about challenges and opportunities in specific locations, a "Vision Tree", a visual preference interactive activity on urban form, and several informative display boards which may have interactive elements or a link to an online survey in order to minimize contact and allow physical distance.

- **Date:** September 2020
- **Invited Stakeholders:** Residents and key stakeholders.
- **Level of Engagement:** "Consult" level associated with the IAP2 Spectrum engagement scale.
- **Outputs:** List of contacts for future distribution of information, preliminary input on vision, and key opportunities, challenges, and priorities for the future.
- **Outcomes:** Residents are engaged in the process from the beginning and have information on how they can stay involved throughout the process.
- **Success Target:** 100 attendees.

LAND USE & GROWTH OPTIONS DESIGN CHARRETTE (OCT)

Summary: The land use and growth options design charrette will be a comprehensive, collaborative, and integrated event. The charrette will span over a three day period. Each day in the design charrette builds on the previous day, involving residents and key stakeholders in a detailed and collaborative process. The objectives of the charrette are to create land use options and concepts, based on the technical analysis completed in the previous phase; garner feedback from key stakeholders, staff, and Council. An additional objective will be to begin the process of identifying neighbourhood characteristics for each area in Sidney. All of the material produced at the charrette will be used in the next stages of public engagement.

In the three-day charrette, we will hold a public workshop on the first day where participants will discuss different land uses and housing densities and forms across Sidney. This could be accompanied by data on emissions, allowing participants to make informed choices about the trade-offs and consequences of land use decisions. The third day would be focused on building form and community character, and include discussion and development on key elements of the Development Permit Area Guidelines on form and character.

- **Approximate Date:** October 2020
- **Invited Stakeholders:**
 - Council
 - Staff
 - OCP Review Advisory Committee
 - Key stakeholders, including those identified in the “Collaborate” quadrant
 - Public
- **Level of Engagement:** “Involve” & “Collaborate” level associated with the IAP2 Spectrum engagement scale.
- **Outputs:** Land use options will be produced, all of which will be illustrated using different mediums. If a multi-day charrette, neighbourhood characteristics will be identified and land use options will have further illustrations and visualizations.
- **Outcomes:** Stakeholders and the public are successfully involved in the process to create land use options and neighbourhood characteristics. They feel their contributions have been useful and reflected in the products that have emerged from the workshop.
- **Success Target:** 30-40 participants

ONLINE SURVEY (OCT-NOV)

Summary: An online survey will be designed to gather feedback from the public on the results from the land use and growth options charrette. It will be clear and succinct, and will take 5-10 minutes to complete while including open-ended questions for users who may have more detailed input to provide. The objectives of the survey are for a quick, easy, and accessible way to engage with a broad and diverse segment of the general public, raise awareness of the OCP update process, get feedback on the land use and growth options created at the charrette, and get feedback on the built form and character of Sidney.

- **Approximate Date:** October-November 2020
- **Invited Stakeholders:** Public
- **Level of Engagement:** “Consult” level of the IAP2 Spectrum engagement scale.
- **Outputs:** Data and comments will be coded and summarized in a Key Directions Report.
- **Outcomes:** Those who don’t tend to participate in planning projects will have a quick, easy, and accessible way to voice their opinions on important matters that affect them.
- **Success Target:** 200 survey takers

STAKEHOLDER WORKSHOPS / NEIGHBOURHOOD WALKING TOURS AND WORKSHOPS (OCT – NOV 2020)

Summary: The workshops (up to four) will be conducted as a deep-dive dialogue-based sessions that will bring together participants from key sectors to learn about and discuss the issues that matter most to them. Each workshop would occur over the course of a morning or afternoon. Depending on the outcomes of earlier engagement activities and conversations with Sidney staff, these workshops can either be topic-based with key stakeholders (e.g., development workshop, housing workshop), or neighbourhood-based, including a walking tour and workshop to discuss specific place-based issues and built form in that neighbourhood. The objectives of these workshops are to collaborate with key stakeholders to bring them along in the process and build buy-in, and refine initial policy directions and options. If needed due to COVID restrictions, these workshops can be held virtually.

- **Approximate Date:** October-November 2020

- **Invited Stakeholders:** Dependent on format selected, but may include:
 - Developers and Architects
 - Community Organizations
 - Environmental Groups
 - Local Business
 - Resident groups
 - Residents
- **Level of Engagement:** “Involve” and “Collaborate” levels of the IAP2 Spectrum engagement scale.
- **Outputs:** Comments and ideas will be summarized in a Key Directions Report.
- **Outcomes:** Stakeholders will feel invested in the project, having contributed their ideas and feedback in a detailed manner on the policy topics that will shape the draft OCP. Those who attended become champions of the process within their circle of influence.
- **Success Target:** 15-25 participants per workshop

OCPIZZA NIGHT WORKBOOKS AND DISCUSSION GUIDES (OCT – NOV 2020)

Summary: “OCPizza Nights” are a version of a “kitchen-table conversation”. These workbooks and accompanying discussion guides provide a summary of critical issues and policy options for addressing them, to allow residents to weigh in. These resident-led discussions provide an opportunity for deeper dialogue among friends and neighbours, providing valuable feedback on more complex policy options and topics. We encourage the Town to reimburse \$25-\$40 (to cover the costs of pizza) to any resident who submits a workbook that captures the input of four or more of their friends or neighbours. The objectives of these workbooks are to allow any resident to provide input on the more complex, technical stage of an OCP process and allow participants to weigh the trade-offs of different options in an informed way; provide meaningful quantitative and qualitative feedback through a structured but informal dialogue. These workbooks also work well for key stakeholder groups or advisory committees to work through together and provide their input as a group.

- **Approximate Date:** October-November 2020
- **Invited Stakeholders:** Dependent on format selected, but may include:
 - All members of the public
 - Key stakeholder groups in “collaborate”, “keep involved”, and “keep informed” quadrants
- **Level of Engagement:** “Involve” levels of the IAP2 Spectrum engagement scale.
- **Outputs:** Comments and ideas will be summarized in a Key Directions Report.
- **Outcomes:** Members of the public will feel invested in the project, having contributed their ideas and feedback in a detailed manner on the policy topics that will shape the draft OCP. Those who attended become champions of the process within their circle of influence.
- **Success Target:** 20 workbooks completed

INFOGRAPHICS #2

Summary: Using the Key Directions Report a set of attractive and pertinent infographics will be created for use on the Town of Sidney's social media channels.

- **Approximate Date:** February 2021
- **Invited Stakeholders:** Online followers
- **Level of Engagement:** "Inform" level of the IAP2 Spectrum engagement scale.
- **Outputs:** 8-10 engaging graphics formatted for use on Twitter, Facebook, and Instagram, paired with recommended wording for social media posts.
- **Outcomes:** A boosted online presence will help the Town of Sidney communicate the essential parts of the project to its online following, leading to a more informed public.
- **Success Target:** 50% increase in social media followers over the course of the project.

PHASE 3 – DRAFT THE PLANS

OPEN HOUSE (JUNE 2021)

Summary: Once we've developed a draft OCP, we will host a final public event to share the key elements of the plan, encourage people to discuss with staff, and gather input to make sure we're on the right track before the plan is finalized. The objectives of the final open house are to build understanding of the draft OCP, ensure the draft OCP is reflective of public input, and that it has achieved broad support in the community. In these final, technical phases of long-range plans, we make sure to use plain language and explain what key policies will mean for people in their daily lives. It is critical to build this understanding with residents to ensure a well-supported and implementable plan and to avoid future issues with growth and development that often occur due to lack of participation or understanding of higher-level policies or plans. We recommend a higher-level approach to gathering feedback in the final phase of the OCP update. This allows participants to engage in the way that suits them best – some choose to comment on the bigger picture (i.e. key goals or plan elements) while others want to dive into the details of specific policies or regulations. Depending on COVID restrictions, this open house may be outside or in a large indoor facility.

- **Approximate Date:** June 2021
- **Invited Stakeholders:**
 - Public
 - Key Stakeholders
- **Level of Engagement:** "Consult" level of engagement as described in the IAP2 Spectrum.
- **Outputs:** A summary report of the Phase 3 engagement will be written and will give a snapshot of general satisfaction and level of agreement for the draft OCP.
- **Outcomes:** The public will feel engaged with the process and will have been given a second opportunity to voice their support or concerns on the work completed thus far.
- **Success Target:** 100 attendees

ONLINE SURVEY (JUNE-JULY 2021)

Summary: An online survey will be designed to garner feedback from the public on the draft OCP. It will include the same information and questions as the open house, and has the same objectives. It will be completable within 5-10 minutes.

- **Approximate Date:** June-July 2021
- **Invited Stakeholders:** Public
- **Level of Engagement:** "Consult" level of the IAP2 Spectrum engagement scale.

- **Outputs:** A summary report of the Phase 3 engagement will be written and will give a snapshot of general satisfaction and level of agreement for the draft OCP.
- **Outcomes:** Those who don't tend to participate in planning projects will have a quick, easy, and accessible way to voice their opinions on important matters that affect them.
- **Success Target:** 200 survey takers

COMMUNITY POPUPS (JULY-SEPT)

Summary: Project ambassadors (staff and volunteers) will host pop-up locations throughout Sidney. This is a broad engagement technique in order to get a wide range of people aware and involved in the OCP process. The objectives of the pop-ups in Phase 3 would be to increase community understanding of the draft OCP to ensure a well-supported and implementable plan and to avoid future issues with growth and development that often occur due to lack of participation or understanding of higher-level policies or plans. Participants would be able to ask questions and would be directed to fill out the online survey.

- **Date:** June-July 2021
- **Invited Stakeholders:** Residents.
- **Level of Engagement:** "Consult" level associated with the IAP2 Spectrum engagement scale.
- **Outputs:** A summary report of the Phase 3 engagement will be written and will give a snapshot of general satisfaction and level of agreement for the draft OCP.
- **Outcomes:** Residents are engaged in the process from the beginning and have information on how they can stay involved throughout the process.
- **Success Target:** 40 attendees per pop-up.

INFOGRAPHICS #3

Summary: Using the draft OCP and Phase 3 engagement results, a set of attractive and pertinent infographics will be created for use on the Town of Sidney's social media channels.

- **Approximate Date:** May 2021
- **Invited Stakeholders:** Online followers
- **Level of Engagement:** "Inform" level of the IAP2 Spectrum engagement scale.
- **Outputs:** 8-10 engaging graphics formatted for use on Twitter, Facebook, and Instagram, paired with recommended wording for social media posts.
- **Outcomes:** A boosted online presence will help the Town of Sidney communicate the essential parts of the project to its online following, leading to a more informed public.
- **Success Target:** 50% increase in social media followers over the course of the project.

PHASE 4 – FINALIZE THE PLAN

PUBLIC HEARING

Summary: This is final step of the process which will involve a public hearing in consideration of the two bylaws.

- **Approximate Date:** December 2021
- **Invited Stakeholders:** Public
- **Level of Engagement:** This is a legal requirement as part of an OCP adoption process and achieves a "Consult" level of engagement on the IAP2 spectrum.

HOW WE WILL COMMUNICATE

BRANDING

The project should have a recognizable brand and tagline for the engagement process to provide a recognizable family of templates and materials related to the process.

MODUS will create a brand that is complementary to the existing “Sidney by the Sea” branding for the Town.

KEY MESSAGES

Key messages outline the critical elements of the project to ensure clear and consistent communications. Core points are outlined below. The following key messages will support project launch and may be updated as the project progresses:

1. **We are updating our Sidney’s Official Community Plan!**
 - a. The Town of Sidney Official Community Plan was last adopted in 2007. Since it was adopted, Sidney has undergone significant changes, including major redevelopment throughout Sidney, especially in downtown.
 - b. We also have many new long range plans, studies, and best practices around housing, neighbourhoods, environment, climate, and more that need to be included in the Official Community Plan.
 - c. The 2007 Official Community Plan has many good pieces and policies. Updating the Official Community Plan will build on this solid foundation, and create an updated and coherent vision for the community.

2. **What is an Official Community Plan?**
 - a. The Official Community Plan is a guide to how we will use our land and grow as a community over the next 20-30 years.
 - b. Official Community Plans typically cover topics such as housing, transportation, environmental sustainability, parks and recreation, arts and culture among other important aspects of life in our community.
 - c. Official Community Plans reflect what we care about and what we strive to be as a community. These values are directly reflected in the Plan’s policies and programs, and will guide decision-making into the future.

3. **What is the process to update the Official Community Plan?**
 - a. Community members will be invited to participate in a fun and meaningful engagement process over the two years to shape the Official Community Plan. The process will begin with visioning for Sidney, and identifying the issues, opportunities, and priorities for the OCP. Then, we do a deep dive into land use and other important topic areas for the OCP, exploring options and scenarios to figure out how to achieve the community’s overall vision and goals. Finally, we will draft a plan and gather feedback on it, before finalizing the plan for Council’s consideration.

4. Updating the Official Community Plan means thinking forward as a community

- a. As Sidney grows and changes, what are the most important aspects to keep? What are the most important aspects to re-think?
- b. Envision Sidney in 20 years:
 - i. How will your housing needs change? What kinds of housing are we living in?
 - ii. How will we be moving around our community? What kinds of transportation do we prioritize?
 - iii. What does the Town look like? What kinds of buildings are there?
 - iv. As the climate changes, how are we adapting? What are we doing to lead less carbon intensive lives?
 - v. How will we protect and restore our natural environment?
- c. At the heart of any Official Community Plan is our community's shared values. Living in Sidney, what brings us joy? What makes life difficult? What do we care about now? What might we care about in the future?
- d. Having conversations with our family, friends, neighbours -even those we haven't met yet - will help us discover what these values are.
- e. While we may not always agree, listening and learning with others will help us create a Plan that we will allow us to grow together for the years to come.
- f. Have your say on the future of Sidney!

COMMUNICATION TACTICS

Communications should be consistent throughout the project and the tactics below will be implemented or facilitated by Town of Sidney staff. These will include a variety of print, online, and in person communication channels to reach a wide range of audiences:

- Online
 - Dedicated project webpage, including mailing list
 - Promotion through Town social media channels (Facebook, Twitter)
 - Event pages on Facebook
- In person / Direct outreach
 - Phone calls/letters/emails to stakeholders
 - Meetings or interviews with select stakeholders
- Print / Advertising
 - News/media release
 - Ads in local newspapers and Radio Sidney
 - Town Talk newsletter
 - Letters/postcards/mail outs to residents within the Town
- Community Networks – when appropriate, we will ask key stakeholder groups to share information amongst their networks (social media posts, newsletter blurbs, posters, etc.)
 - OCP Advisory Committee
 - Council
 - Social serving and community organizations (Sidney Community Association, Beacon Community Services/Shoal Centre, Community Arts Council,
 - Environmental groups (Tsehum Harbour Taskforce, Friends of Shoal Harbour, Peninsula Streams Society, Saanich Peninsula Environmental Coalition)
 - School District No. 63
 - Business groups (Sidney Business Improvement Association, Saanich Peninsula Chamber of Commerce)
 - Large employers
 - Panorama Recreation Centre
- Other
 - Town digital signs, billboards (reader board at entrance to Town and Mary Winspear Centre)
 - Community notice boards
 - Town mail-outs/utility bills