

FERNIE

CITY OF FERNIE
BRITISH COLUMBIA

FINAL

Housing Needs Report
Official Community Plan Amendments & Update

Communication & Engagement Plan



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Other Related Documents

- ✓ **Stakeholder Registry** under separate cover.

LAND ACKNOWLEDGEMENT

The City of Fernie is located within Qukin?amak?is, the unceded territory of Ya'qit ?a·knuq'i'it. We recognize that we live and work within their vast lands. ?akanuxunik are from Ya'qit ?a·knuq'i'it and are members of the Ktunaxa speaking peoples of British Columbia, Idaho and Montana.

DOCUMENT PREPARATION

This Communications and Engagement Plan was prepared by V3 Companies of Canada and Table Talk, in collaboration with the City of Fernie Administration.

1. INTRODUCTION

PROJECT BACKGROUND

The City of Fernie is undertaking an important planning initiative to develop a new Housing Needs Report (HNR) and to review and update its Official Community Plan (OCP). This project includes two parts, as outlined below.

PART 1. HOUSING NEEDS REPORT (HNR) AND INTERIM OFFICIAL COMMUNITY PLAN (OCP) AMENDMENT

Deadline: December 2025

Part 1 of the project involves preparing a new Housing Needs Report (HNR) and an interim amendment to the City's Official Community Plan (OCP) to reflect its findings.

Why update the HNR?

- ✓ Under the Local Government Act, municipalities in B.C. are required to complete Housing Needs Reports every five years. Fernie's last HNR was approved in 2020, amended in February 2021, and again in late 2024. This project involves a comprehensive review of the memo included in the 2024 amendment, leading to a fully updated HNR and corresponding updates to the OCP.
- ✓ The Province of BC's Local Government Housing Initiatives set out in Bill 44, "Housing Statutes (Residential Development)" Amendment Act (2023), builds on this by requiring municipalities to use the findings of their HNRS to inform land use planning and zoning decisions.
- ✓ A new HNR will support a more inclusive, actionable, and responsive approach to housing that reflects the community's unique needs, challenges, and aspirations.

While a comprehensive review and update of the OCP will be launched alongside the HNR (see Part 2), an interim amendment to the current OCP is required by December 2025 to include the findings from the HNR within the timelines established under the Province's Bill 44 legislation.

The HNR is a quantitative, research-based report that analyzes current and projected housing needs using the provincially required methodology, which incorporates demographic, economic, and housing market data. While this phase is technical in nature, stakeholders and community members will be invited to review the findings and provide feedback to ensure the report accurately reflects lived experiences and local conditions.

PART 2. COMPLETE REVIEW AND UPDATE OF THE 2014 OFFICIAL COMMUNITY PLAN (OCP)

Deadline: Spring 2027

Part 2 includes a comprehensive review and update of Fernie's Official Community Plan, originally adopted in 2014.

Over the last 10+ years, the City has experienced significant growth and transformation, underscoring the need for a comprehensive update to guide future development effectively. This full update will ensure that the OCP continues to serve as a clear, relevant, and forward-looking guide for land use and community planning.

Part 2 includes a full review and update of the current OCP (2014):

- Technical plan audit and policy gap analysis of the existing plan
- Updated community vision and guiding principles
- Preparation of new policy directions
- Significant stakeholder and public engagement

Unlike the more technical approach of Part 1, Part 2 will feature extensive community and stakeholder engagement. Residents, businesses, and other partners will be invited to help shape a renewed vision for Fernie's future, addressing a wide range of topics, which may include:

- | | | |
|--|----------------------------------|--|
| • Reconciliation | • Health and Wellbeing | • Social Development |
| • Diversity, Equity and Inclusion | • Growth Management | • Placemaking |
| • Accessibility | • Arts and Culture | • Food Security |
| • Climate Change | • Heritage Preservation | • Emergency Preparedness |
| • Infrastructure | • Small-Scale Multi-Unit Housing | • Water Conservation |
| • Economy | • Natural Hazards | • Natural Environment –
Conservation, Wildlife
Connectivity & Sustainable
Use |
| • Parks and Trails | • Land Use | • Nature-Based Infrastructure
Solutions |
| • Recreational, Public and
Leased Facilities and
Amenities | • Transportation | |
| • Tourism and visitation | • Recreation | |
| | • Community Resilience | |
| | • Housing | |

COMMUNICATION AND ENGAGEMENT PLAN PURPOSE

The overall purpose of this document is to outline the Communication and Engagement Plan (CEP) for the City of Fernie's Housing Needs Report (HNR), the accompanying interim OCP amendment, and the complete Official Community Plan (OCP) Update.

The primary objective of communications and engagement during the project is to facilitate active listening, education on key topics, and obtaining insight from administration, the OCP Task Force, decision makers, and the public, enabling the community to be embedded in the process.

The intent of the CEP is to:

- Guide the engagement process in a way that meets the goals of the project and expectations of the City;
- Provide a framework for internal communication between the multi-disciplinary team, City administration, key external community partners and review bodies.
- Provide accurate information and updates throughout the HNR and OCP, actively guiding the narrative behind the project to reduce misinformation and gain trust from the public.

The CEP will outline the approach to communication and engagement on the following:

Part 1) Housing Needs Report and interim OCP amendment (deadline December 2025)

Part 2) Complete review and update of the OCP (deadline spring 2027)

Ultimately, this CEP is a tool that, when used effectively, can mitigate the risk of miscommunication that can lead to project delays and erode trust with all project stakeholders.

INDIGENOUS ENGAGEMENT

The purpose of Indigenous engagement is to facilitate respectful, timely, and meaningful interactions with Indigenous communities whose traditional territories encompass the City of Fernie. This plan supports reconciliation and aims to build relationships grounded in trust and mutual understanding.

We will specifically reach out to the Yaq̓it̓ a·knuq̓i'it (Tobacco Plains Indian Band) and more broadly to the Ktunaxa Nation Council Society.

Our approach to Indigenous engagement is grounded in relationship building, respect, and reciprocity. We begin by learning about each Nation's governance, values, and past interactions with the City, followed by a respectful invitation to connect in a way that aligns with their protocols and preferences. Conversations are structured but flexible, starting with a territorial acknowledgment and introductions, then sharing the purpose of the Housing Needs Report and OCP update and inviting input on priorities, cultural values, and community needs. Each meeting closes with a summary of what was heard, a clear outline of next steps, and a commitment to ongoing dialogue. This is not a transactional process—our aim is to create space for meaningful

participation and to build relationships that extend beyond the life of the project. The goals of intentional and meaningful Indigenous engagement are to provide:

- Respect for Indigenous rights and title, including recognition of traditional territories and governance systems.
- Early and ongoing involvement, integrated into the project lifecycle.
- Two-way knowledge sharing, where lived and traditional knowledge inform planning outcomes.

PRINCIPLES

We recognize the paramount importance of engaging with both internal and external community partners throughout the project. Our approach is centred on transparency, timeliness, accountability, and fostering meaningful dialogue to enable the voices of all interested parties to be heard and considered in the decision-making process.



Transparency and Timeliness: All engagements will be conducted with utmost transparency to build trust with the community by providing interested parties with clear information about the purpose, process, and outcomes of the HNR, interim OCP amendment, and complete OCP update. Timeliness is crucial, and this CEP outlines how the public will be engaged at key stages of the process, with ample opportunity for input and feedback.



Closing the Loop: Closing the loop is a critical component of each phase of engagement, demonstrating to interested parties that their input has been valued and considered. Following each engagement activity, a summary of the feedback received will be posted on the project websites, Let's Talk, and updates will be shared through the City's e-newsletter, outlining any decisions or recommendations made based on this feedback and communicating how it has influenced outcomes. This promotes accountability and builds trust.



Clear Communications: The City prioritizes clarity and accessibility, enabling all interested parties, regardless of their background or expertise, to easily understand the information provided. A variety of channels have been outlined below, including an OCP Task Force, Council presentations, pop-up events, community open houses and workshops, online surveys, and written materials, to reach a diverse audience and facilitate informed participation.



Authenticity and Active Listening: At the heart of our approach are authenticity and active listening. We will approach interactions with the public with humility and openness, recognizing that each individual brings unique perspectives and insights to the table. Through active listening, we will seek to understand the concerns, priorities, and aspirations of interested parties, fostering genuine dialogue and collaboration.

ENGAGEMENT OBJECTIVES + GOALS

PROJECT OBJECTIVES

- To bring forward to the City of Fernie Council an updated HNR and interim OCP amendment, and a widely supported comprehensive OCP update that meets legislative deadlines and was created collaboratively with the community.
- To create an OCP that can guide growth and development in line with community priorities.
- To complete the HNR, interim OCP amendment, and OCP update on time, while building and maintaining trust from community partners and the public.

OVERALL ENGAGEMENT GOALS

Education & Awareness:

- Build awareness of the City's efforts to plan for Fernie's future through a Housing Needs Report and Official Community Plan update.
- Educate the community about the HNR and OCP, including how they function and why they are important.
- Clarify the difference between Part 1 (HNR + interim OCP amendment) and Part 2 (full OCP review and update).

Engagement & Participation:

- Encourage broad and diverse participation from stakeholders and the community.
- Foster transparency, inclusivity, and trust throughout the planning process.
- Keep interested parties engaged throughout both parts of the project.
- Integrate community values, lived experience, and local knowledge in the development of long-term planning policies.
- Invite Indigenous leadership and staff to participate in the Housing Needs Report and OCP update process.
- Reflect Indigenous perspectives and priorities in housing and land use policy.
- Explore opportunities for collaboration on shared priorities, including housing, cultural heritage, land stewardship, and community wellness.

PART 1) HNR AND INTERIM OCP AMENDMENT-SPECIFIC GOALS

- Share clear, accessible information about the Housing Needs Report, why it's required, and how it will inform local planning decisions.
- Provide opportunities for the community to review and comment on key findings of the HNR.
- Communicate to the community that Part 1 is a technical and legislated deliverable focused on data and research, with a limited scope for public input, while Part 2 includes a comprehensive engagement program.
- Clarify how feedback on housing needs will be carried forward and expanded in Part 2.
- Begin building interest and momentum for the full OCP review and update by demonstrating the value of public input, while differentiating the HNR process from the broader OCP process, particularly in terms of engagement.

PART 2) OCP UPDATE-SPECIFIC GOALS

- Ensure the new OCP is developed in collaboration with the community, Council and administration.
- Reach a broad representative group of stakeholders and community members to provide input into the updated OCP.
- Build community understanding of how the OCP influences day-to-day decision-making and long-term growth.
- Ensure that feedback is clearly linked to policy development—so participants can see how their input is shaping direction.
- Identify and explore community priorities, trade-offs, and areas of shared vision to inform policy choices.
- Strengthen relationships between the City and the public by demonstrating a transparent, collaborative, and responsive planning process.

**COMMUNICATIONS AND
ENGAGEMENT OBJECTIVES FOR THE
PROJECT:**

MEASURES OF SUCCESS:

- | | |
|--|---|
| <ul style="list-style-type: none"> ▪ To develop trust with the public by keeping them informed and responding quickly to inquiries. | <ul style="list-style-type: none"> ▪ Active participation by stakeholders and the public in online or public engagement settings. ▪ Responding within three (3) business days of all inquiries. Passing along inquiries to the proper personnel within one (1) business day, if needed. ▪ Conduct detailed record-keeping of all questions/comments/concerns received throughout each phase. ▪ Reporting back through engagement summaries and What We Heard reports. |
|--|---|

**COMMUNICATIONS AND
ENGAGEMENT OBJECTIVES FOR THE
PROJECT:**

MEASURES OF SUCCESS:

▪ To provide ongoing education on the OCP update and the long-term benefits it will bring to the community, while creating excitement for project completion.	▪ Efforts by all project partners to educate the public. ▪ Participants providing responses on their appreciation of the engagement and greater understanding of planning. ▪ Positive feedback on the project.
▪ To provide the public with multiple opportunities and avenues to access project information and participate in the process.	▪ The level of use of various forms of access to information and engagement tools. ▪ Feedback on the nature of the contents of information and the ability to access project information. ▪ Collect demographic information in online surveys and feedback forms to ensure a wide variety of perspectives are captured.
▪ To provide monitoring tools to measure the success of the CEP.	▪ By referring back to this document for all communication components and updating as required. ▪ Reflect on lessons learned after each key stage of communication and engagement efforts. ▪ Tracking all external communication pieces distributed and any comments, questions, feedback, or concerns received. ▪ Monitoring participation in all information sharing and engagement tools.
▪ To obtain a collaborative approach of communication and engagement with City Administration and Council.	▪ Feedback on the methods and approaches being used.

LEVEL OF ENGAGEMENT

Using IAP2's spectrum of participation, the internationally recognized industry standard for public participation, the identified stakeholders and their level of influence fall within five categories: inform, consult, involve, collaborate, and empower. The following table summarizes each category's goal, the commitment our team has to the external audiences, and a high-level overview of the intended outcomes.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Goal of Engagement	To provide the public with balanced and objective information to assist them in understanding what an HNR and OCP are, current challenges, alternatives, opportunities and/or solutions.	To provide an opportunity for the public to comment on the draft HNR and interim OCP amendment. To obtain feedback at multiple key phases of the OCP update.	To work directly with the OCP Task Force and stakeholders throughout the OCP update process to understand and consider their concerns and aspirations.	To work with the OCP Task Force in each aspect of the OCP update decision-making process, including the development of alternatives and the identification of the preferred solution.	To empower Council as the final decision-maker on the HNR, interim OCP amendment, and complete OCP update.
Project Team Commitment	We will keep interested parties informed.	We will engage, listen and acknowledge concerns and aspirations, and provide feedback on how input influenced project decisions and outcomes.	We will work to ensure that concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how input influenced the project decisions and outcomes.	We will work together to formulate solutions and incorporate input and recommendations into the decision to the maximum extent possible.	To provide the Council with clear, evidence-based recommendations that reflect community input, technical analysis, and legislative requirements, enabling informed and confident decision-making.
Engagement Tools/ Methods	- Project brand (name and logo) - Let's Talk Fernie project pages (HNR and OCP Update) with regular updates - City newsletter - Information boards - Handouts - QR codes - Social media promotions - Mailouts - School newsletters - Newspaper advertisements - Posters - Road sign (arena) - Media interviews	- Pop-up community engagement events - Community workshops and open houses - Feedback forms - Online surveys - Feedback frames - Engagement summaries and final What We Heard report	- Debrief meetings with administration - Council/Admin/ OCP Task Force meetings - Admin working sessions - Virtual or in-person meetings/ updates	- OCP Task Force meetings - Council workshop	Public Hearing (Administration to lead the Public Hearing process)

STAKEHOLDER LIST

The stakeholders identified for this CEP are included in the Stakeholder Register, which is available separately.

KEY INDIGENOUS COMMUNITIES FOR ENGAGEMENT

Engagement will prioritize outreach to the Yaqit ʔa·knuqti'it (Tobacco Plains Indian Band), with openness to additional participation as identified by the Ktunaxa Nation Council Society.

RESPONSIBILITIES

THE CITY OF FERNIE

- The City will proof and approve all materials as mentioned above in a timely manner.
- The City will support the coordination of stakeholder, Indigenous, and public outreach, and notification related to the OCP planning and approval process.
- The City will coordinate (schedule rentals, place ads, arrange printing, etc.) and pay costs associated with venue rentals, refreshments, media/advertising costs, and printing of promotional materials or notices for engagement events.
- The City will coordinate bookings, logistics and attendance of pop-up engagement events. Pop-up materials are covered in bullets 1 and 2.
- The City will attend all pop-up engagement events, open houses, or stakeholder workshops throughout the project as outlined in the CEP. V3 will attend all events, except for pop-up events.
- The City will distribute news releases to their media contact list if/when deemed appropriate.
- Derek Cimolini has been identified as the City's internal project spokesperson who will speak on behalf of the City, supported by communications, when engaged by media for interviews.
- All media enquiries will go to communications@fernie.ca and will be handled internally.

CONSULTING TEAM (V3 & TABLE TALK)

- The City and consulting team will attend all open houses and stakeholder workshops throughout the project as outlined in the CEP.
- The consulting team will draft, design (leveraging the City's branding guidelines), and provide digital production of all communication and engagement materials as outlined in the approved CEP for City approval, as well as the costs associated with printing of any information boards and printed materials to be used at engagement events.
- The consulting team will produce a Terms of Reference to support the City in its coordination and ongoing communication with the OCP Task Force.

2. COMMUNICATIONS AND ENGAGEMENT TASKS

The CEP has been broken down into several phases of engagement, with the associated tasks identified to support each phase.

OVERALL SCHEDULE *TIMING TO BE CONFIRMED AND SUBJECT TO CHANGE

- PHASE 1: PROJECT INITIATION (May – July 2025)
- PHASE 2: HOUSING NEEDS REPORT & ROUND 1 OCP UPDATE ENGAGEMENT (May – Nov 2025)
- PHASE 3: OCP UPDATE ENGAGEMENT – ROUND 2 (Q1-Q2 2026)
- PHASE 4: OCP UPDATE ENGAGEMENT – ROUND 3 (Q1 2027)
- PHASE 5: APPROVALS PROCESS (Q2 2027)

PHASE 1: PROJECT INITIATION (MAY– JULY 2025)

Purpose: To lay the groundwork for a successful and transparent planning process by finalizing the Communications and Engagement Plan (CEP) and forming the OCP Task Force. This phase will include the first meeting with Council and staff to confirm roles, share project objectives and timelines, and set expectations for collaboration and decision-making.

By establishing a clear framework and shared understanding from the outset, this phase ensures the project begins with alignment, readiness, and a strong foundation for meaningful engagement and informed policy development.

Task	Timeline
Finalize CEP and obtain Council approval	May / June 2025
Prepare and obtain Council approval of Task Force TOR	May / June 2025
Council Presentation #1 (virtual)	June 24, 2025
Task Force selection process	May – August 2025
Council to Council Introductory Meeting	TBD

PHASE 2: HOUSING NEEDS REPORT & ROUND 1 OCP UPDATE ENGAGEMENT (SEPTEMBER – NOVEMBER 2025)

Purpose: To invite the community and stakeholders into a meaningful conversation about Fernie's housing needs and future growth by combining engagement on the Housing Needs Report (HNR), the interim OCP amendments, and the launch of the full OCP Update process.

This phase will focus on:

- Part 1: Housing Needs Report and interim OCP amendment:
 - Educating the community about the role and importance of the HNR in shaping local planning decisions and how the housing numbers are calculated.
 - Sharing and collecting feedback on the draft Housing Needs Report to help inform the required interim OCP amendment by December 2025.
 - Building public understanding of how housing data and community input will shape future policies and decisions
- Part 2: OCP Update:
 - Introducing the OCP Update and gathering input on Fernie's big-picture vision, inviting residents and stakeholders to think broadly about what kind of community Fernie should be for now and future generations through open and inclusive dialogue.
 - Reviewing and evaluating the current Vision, Guiding Principles, Goals, and Objectives in the OCP to understand where updates are needed to reflect the community's evolving values, priorities and aspirations.

Task	Timeline
Council Presentation #2 (today's Council)	September 2025
Task Force Meeting #1	September 2025
Let's Talk Fernie HNR and OCP Update project webpages go live	August/ September 2025 *Align with the timing of promotions
Promotions: - Fernie Connect newsletter / email subscriber list - Emails to Community partner collaborative list - Social media - Community signage - Newspaper advertisements (The Free Press, Fernie Fix)	August/ September 2025 *Promotions go live at least two weeks prior to engagement activities

- Fernie events calendar - Mailout *attach to quarterly utility bills when possible - Send formal letters of introduction and engagement invitations to the Yaq̓it ʔa·knuq̓it̓it (Tobacco Plains Indian Band) - Posters with QR codes - Media relations - School newsletter inserts	
Host meetings (virtual and/or in-person) with Indigenous groups to introduce the HNR and OCP project, discuss housing priorities, and cultural values <i>*The number of meetings will be determined based on future outreach and budgetary considerations.</i>	September 2025
Public Open House and Workshop #1; and An Indigenous workshop to review policies that touch on shared interests—e.g., housing, land stewardship, cultural preservation.	September 2025
Pop-up engagement activities	September 2025
HNR online survey on Let's Talk Fernie project page #1	September 2025 *2 weeks
OCP Update online survey on Let's Talk Fernie project page #1	September 2025 *2 weeks
HNR What We Heard and What We Learned Report #1	October 2025
OCP Update What We Heard and What We Learned Report #1	October 2025

PHASE 3: OCP UPDATE ENGAGEMENT – ROUND 2 (Q1-Q2 2026) *TIMING TO BE CONFIRMED AND SUBJECT TO CHANGE

Purpose: To gather focused community feedback on the draft updated Official Community Plan (OCP) and confirm that the proposed ideas, goals, and directions align with the community's vision for the future. This second round of engagement will be a deep dive, inviting residents and stakeholders to respond to specific draft policies, priorities, and trade-offs.

The goal is to validate the overall direction of the draft updated OCP and collect input on key implementation questions—such as which policies and regulations will best support the community's goals, and what level of urgency and ambition Fernie is ready to pursue in achieving them. Feedback from this phase will directly inform revisions and finalization of the plan.

Task
Council presentation #3 (today's Council)
Task Force Meeting #2
Promotions: - Project webpage updates - Fernie Connect newsletter / email subscriber list - Emails to Community partner collaborative list - Social media - Community signage - Newspaper advertisements (The Free Press, Fernie Fix) - Fernie events calendar - Mailout *attach to quarterly utility bills when possible - Posters with QR codes - Media relations - School newsletter inserts
OCP Update Public Open House and Workshop #2; and An Indigenous workshop to review policies that touch on how input received in earlier phases was incorporated
OCP Update Pop-Up engagement activities #2
OCP Update Online survey #2
Round 2 OCP Update What We Heard and What We Learned Report #2
Council presentation #4 (including debrief on the status of the project should there be turnover post-election)

Task Force meeting #3

PHASE 4: OCP UPDATE ENGAGEMENT – ROUND 3 (Q1 2027) *TIMING TO BE CONFIRMED AND SUBJECT TO CHANGE

Purpose: To provide the community with a final opportunity to review and comment on the draft updated Official Community Plan (OCP) before it proceeds to Council for consideration and public hearing. At this stage, the draft plan will be formally circulated by the City of Fernie, and engagement activities will focus on ensuring residents and stakeholders have access to the document, understand its contents, and can offer any final input.

This phase reinforces transparency and accountability by inviting last-round feedback and demonstrating how community input has shaped the updated OCP throughout the process.

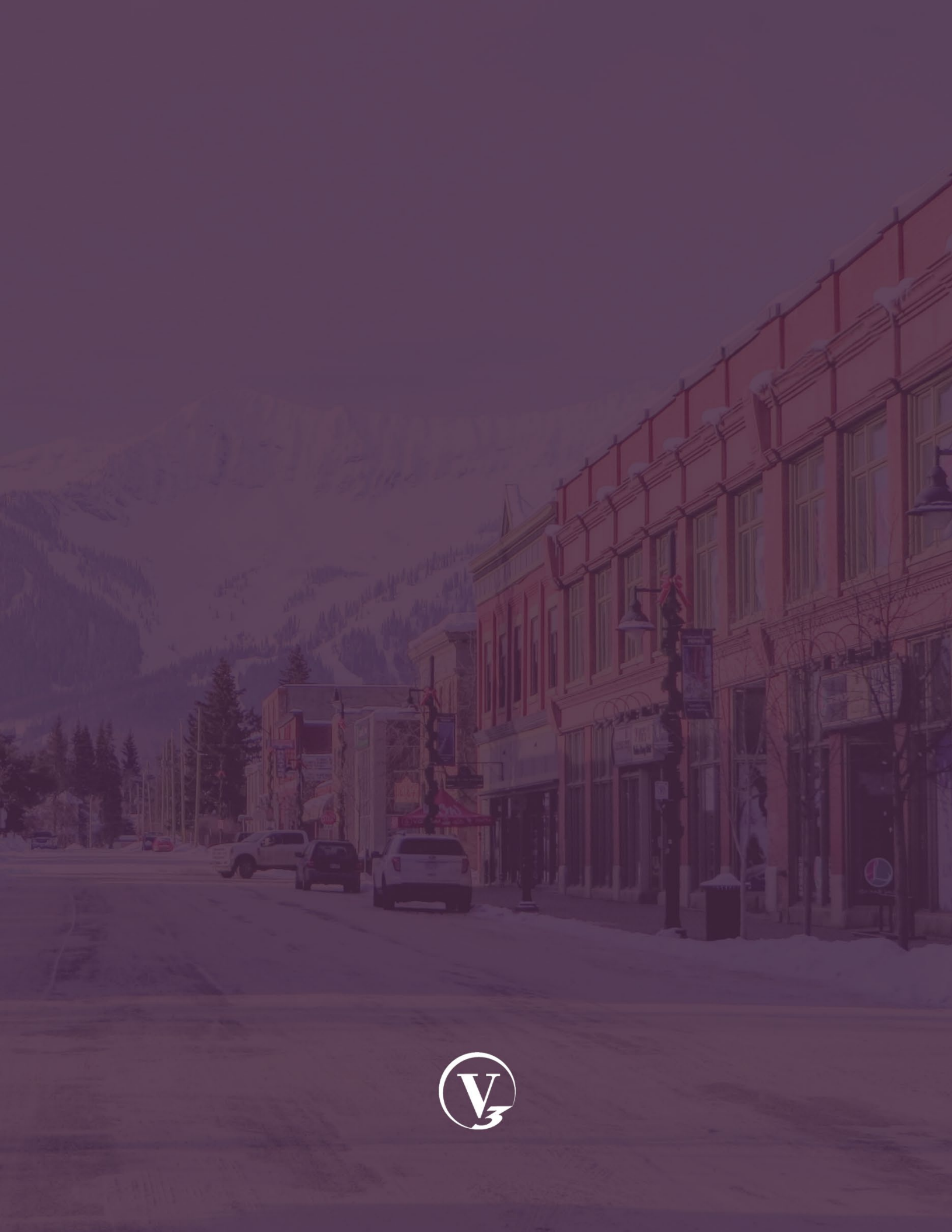
Task
Council orientation & presentation #5 (anticipating new Council members post-election) held virtually
Task Force Meeting #4
Promotions: - Project webpage updates - Fernie Connect newsletter / email subscriber list - Emails to Community partner collaborative list - Social media - Community signage - Newspaper advertisements (The Free Press, Fernie Fix) - Fernie events calendar - Mailout *attach to quarterly utility bills when possible - Posters with QR codes - Media relations - School newsletter inserts
OCP Update Public Open House and Workshop #3; and Coffee chat with Indigenous community members interested in hearing the outcomes of the OCP Update.
OCP Update Pop-Up engagement activities #3
OCP Update Online survey #3
Round 3 OCP Update What We Heard and What We Learned Report (3)

PHASE 5: APPROVALS PROCESS (Q2 2027) *TIMING TO BE CONFIRMED AND SUBJECT TO CHANGE

Purpose: To complete the project by advancing the final updated Official Community Plan (OCP) for Council consideration and adoption. This phase includes final presentations to Council and the Task Force, summarizing the engagement process, key policy directions, and how community input informed the plan.

The final updated OCP package will be submitted to the City of Fernie for formal review and approval, culminating in a public hearing and Council decision in a process led by administration. This phase creates transparency, accountability, and closure, marking the transition from planning to implementation.

Task
Council presentation #6
Task Force Meeting #5
Updates to OCP project webpage
Public Hearing (Administration)



APPENDIX A: FORMAT FOR PUBLIC ENGAGEMENT TOOLS

This appendix outlines the public engagement tools proposed for the project. These approaches are designed to be inclusive, accessible, and responsive to community input throughout each phase. Photos of each format will be included to help visualize the setup and atmosphere of each tool.

DROP-IN OPEN HOUSES

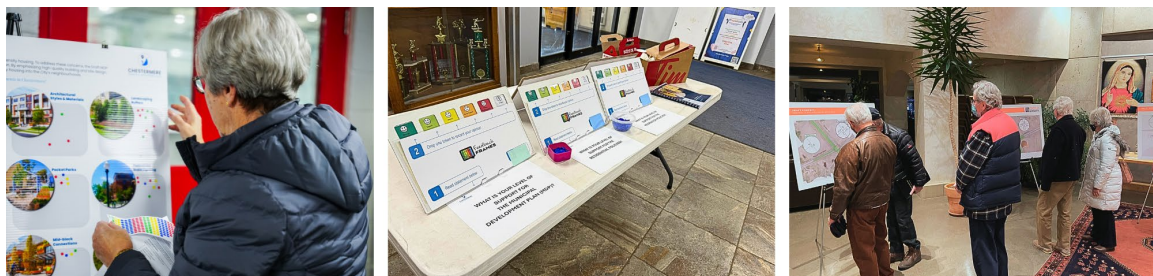
Purpose

Share project updates, gather input, and engage in one-on-one discussions in an informal setting.

Format

- Held on weekday evenings for 2–3 hours
- Open format – drop by at any time during event
- Sign-in table, light refreshments, and friendly staff from the City and V3
- Informative and interactive display boards, feedback frames, and hard copy surveys available
- Staff available throughout the room to answer questions and collect feedback
- Each open house connects to the previous phase and informs the next

Example Photos:



FACILITATED WORKSHOPS

Purpose

Provide a structured, in-depth opportunity for community partners and stakeholders to explore and provide feedback on key topics.

Format

- RSVP required
- Hosted in the same venue as the open house (before or after on the same day)

- Includes sign-in, brief presentation, and printed workshop booklets
- Participants rotate through small table discussions on various themes
- Each table has a facilitator and captures key feedback
- Groups report back at the end

Example Photos:



POP-UP ENGAGEMENT

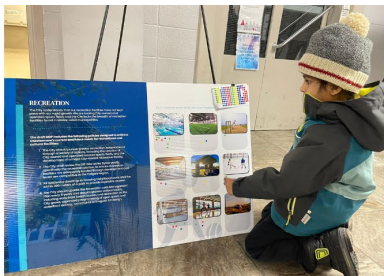
Purpose

Raise awareness and gather feedback from the public by meeting them in high-traffic areas.

Format

- 1-2 hour presence at local hubs (e.g., grocery stores, rinks, community events)
- Two City staff on-site for short conversations and to hand out materials
- Two portable information boards and comment forms
- Handouts include survey QR codes and project info
- Feedback gathered on sticky notes, with notes collected at end of each pop-up
- Materials mirror those used at open houses and stakeholder meetings

Example Photos:



ONLINE SURVEYS

Purpose

Provide flexible, convenient access for residents to share their views.

Format

- Posted on the project website during each phase
 - Open for approximately two weeks
 - Includes same content as open house boards
 - Gathers demographic info and input on how participants heard about the project
 - Survey tool: SurveyMonkey (or City's preferred platform)
 - Results integrated with other engagement feedback in the What We Heard reports
-

HARD COPY SURVEYS**Purpose**

Ensure feedback is accessible for those who prefer or require offline options.

Format

- Same questions as the online survey
 - Available at all in-person events and for download on the project website
 - Can be dropped off at City Hall
-

WHAT WE HEARD REPORTS**Purpose**

Transparently share feedback gathered and show how it informs the project.

Format

- Produced after each round of engagement
 - Includes number and type of participants, key themes, a comprehensive overview of what heard, and how feedback has been considered
 - Shared publicly on the project website and with stakeholders
-