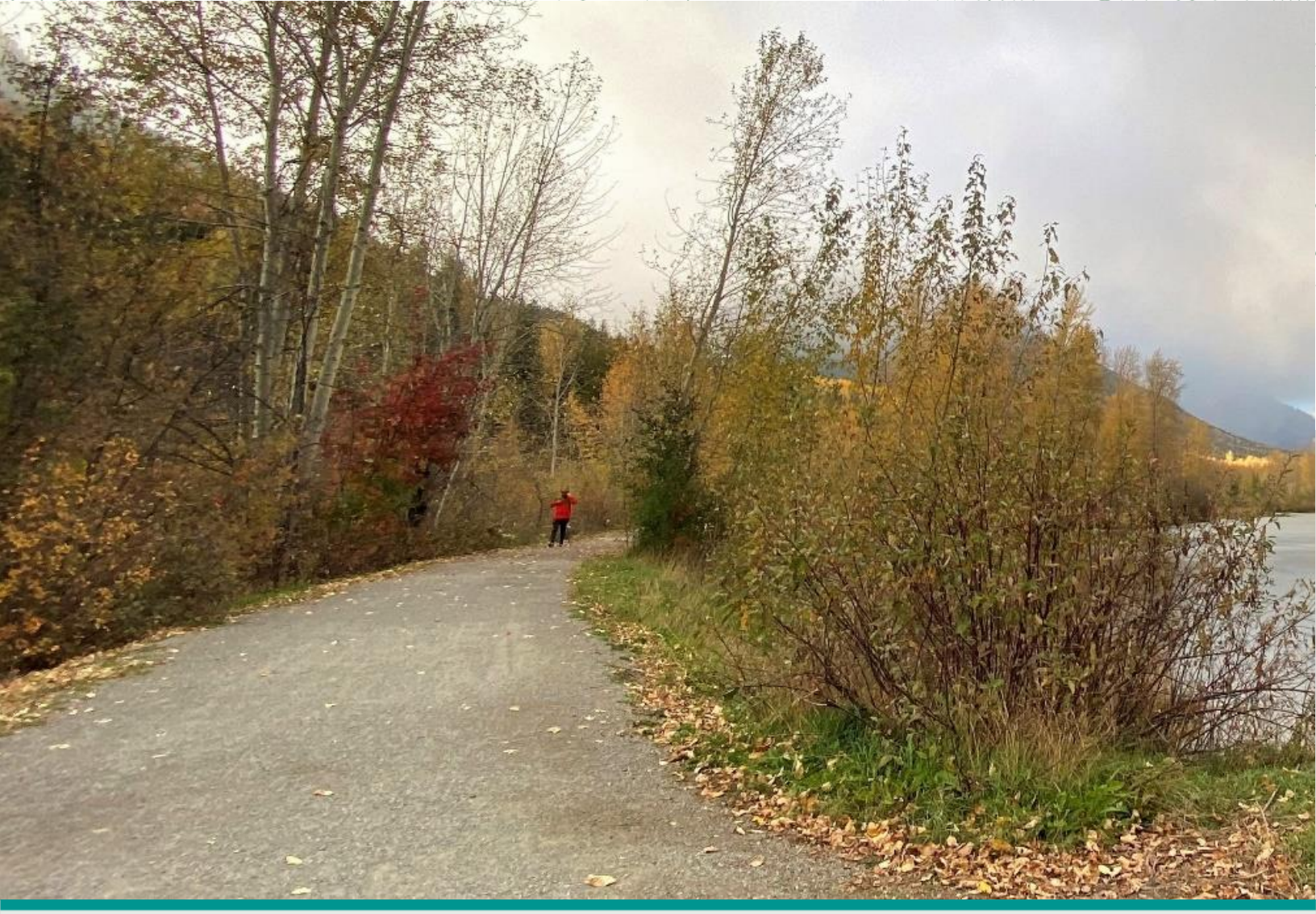


Fernie Annex Park Improvements – Wellness Stations

Public Engagement Plan

December 16, 2021

Submitted to: The City of Fernie
Prepared by McElhanney

Contact
Kim Unger, BA, MLA, LA, ATT, PMP
kunger@mcelhanney.com
403-776-9664

Address
PO Box #1505, Unit C – 402
Highway 3, Fernie BC
Canada, V0B 1M0

Prepared by
Kim Unger, BA, MLA, LA, ATT, PMP
December 2, 2021

Reviewed by
Kevin Mohr, P.Eng
December 2, 2021

Our file: 2441-001170-00

McElhanney

BEST MANAGED COMPANIES CANADA

Your Challenge.
Our Passion.

Contents

Project & Engagement Context 1
Stakeholder Assessment 2
Recommended Level of Engagement 3
Level of Decision Making Held by the Advisory Group 4
Composition of Advisory Group 4
Advisory Group Roles & Responsibilities 5
Engagement Techniques 5
Engagement Timelines 6
Communication Tools 7
Reporting Back 8
Evaluation / Debrief 8
Appendix A – Terms of Reference 11
Introduction 11
Purpose 11
Membership 11
Terms 11
Procedures 12
Decision Making 12
Reporting and Communications 12
Duration 12
Resources 12
Appendix B –Advisory Group Orientation 14
Scope of the Group 14
Measures of Success 14
Meeting Logistics 14
Meeting Conduct & Ground Rules 14

PROJECT & ENGAGEMENT CONTEXT

Within the Fernie Annex Park Improvements project, the City of Fernie (the City) has the goal of designing a series of wellness stations. While honouring the past, living in the present, and imagining the future, these wellness stations will touch on themes related to the person, the environment, and the spirit.

In recognition that the term wellness can have many meanings and can be as diverse as the community itself, the City has formed an Advisory Committee to enable members of the public to provide influence into the final project design with regards to the wellness stations (theming, placement, amenities). The participation of the group in this project will ensure that the project has fair, equitable, and sustainable outcomes while striving to achieve universal design standards.

It should be noted that the Fernie Wellness Stations are a component of the larger Fernie Annex Park Improvements project. Engagement completed to date on the broader project has included the establishment of an online engagement platform (Let's Talk Fernie), meetings with residents who have encroachment concerns along the construction zone, and a dike walk with residents of the Annex neighbourhood to help them understand what to expect during and after construction.

Engagement Goals & Objectives

The primary goal of the engagement outlined in this plan is to ensure that the wellness stations along the Annex Park Trail reflect the community's vision of what wellness means to them. Engagement activities should foster meaningful discussion such that stakeholder input is valuable to final design. A clear feedback loop should be established such that those who contribute to the vision can understand how their input was used, if it was used, and why or why not.

To achieve these goals, project information must be easily accessible, using plain language, presented in an engaging format, and a variety of avenues should be used to deliver the information. The project web page will be a key touch point for members of the public not participating in the Advisory Group – it will serve as an avenue for delivering information, providing links to content, contact information, alongside a clear explanation of what to expect next. Social media may be utilized for providing time sensitive updates to the community.

The formation of an Advisory Group will ensure that stakeholders are directly involved in the development of the vision for the wellness stations. Through participation in numerous engagement activities, these individuals will help define exactly what the wellness stations will

look like. Engagement activities will be responsive to the evolving needs of members, approaches will be adapted per ongoing feedback.

In response to the COVID-19 pandemic, the public engagement plan will be tailored to meet current physical distancing practices and public health directives.

STAKEHOLDER ASSESSMENT

This high-level stakeholder assessment identifies key stakeholder groups, how they may be affected by project decisions, how they may affect project decisions and how they may participate.

City of Fernie Project Delivery Team

- **Possible Impacts of Project Decisions on Stakeholder:** project recommendations will impact final project deliverables and cost.
- **Ability of Stakeholder to Impact Project Decision:** responsible for key decisions driving project progress.
- **Likely Engagement Expectations:** high degree of involvement in identifying project direction and project outcomes.
- **Ability of the Project to Meet Engagement Expectations:** there is a high certainty that engagement expectations will be met for this group of stakeholders.

Council

- **Possible Impacts of Project Decisions on Stakeholder:** project recommendations will impact the citizens that they represent. Council will need to decide whether to adopt the project recommendations.
- **Ability of Stakeholder to Impact Project Decision:** ultimately responsible for approving and adopting project recommendations.
- **Likely Engagement Expectations:** desire for involvement will vary depending on the Councillor.
- **Ability of the Project to Meet Engagement Expectations:** it is likely that we will meet their expectations as they endorsed forming the Advisory Group and will be engaged in the later phases of the project when it comes to approving/adopting the recommendations.

Public – Members of the Advisory Group

- **Possible Impacts of Project Decisions on Stakeholder:** project impacts how people move around Fernie, how their civic funds are allocated to shape their community, and how their story is shared.
- **Ability of Stakeholder to Impact Project Decision:** provide input and feedback on ideas and recommendations through participation in the Advisory Group.
- **Likely Engagement Expectations:** members of the Advisory Group are likely to expect high levels of engagement.
- **Ability of the Project to Meet Engagement Expectations:** the certainty is high so long as they are active members of the Advisory Committee.

Public – Not Members of the Advisory Group

- **Possible Impacts of Project Decisions on Stakeholder:** project impacts how people move around Fernie, how their civic funds are allocated to shape their community, and how their story is shared.
- **Ability of Stakeholder to Impact Project Decision:** provide input and feedback as desired through the project website and participation in the streamed meeting.
- **Likely Engagement Expectations:** may range from low to high.
- **Ability of the Project to Meet Engagement Expectations:** for those expecting to be informed there is a high certainty that the project will meet expectations. For those looking to provide input on the project, the certainty is variable.

RECOMMENDED LEVEL OF ENGAGEMENT

Based upon the International Association of Public Participation (IAP2) Spectrum of Participation, it is anticipated that the highest level of engagement for this project will sit at the “Collaborate” level with selected members of the public working in partnership with the City in the development of the preferred solution.

Our promise to the public at this level is: “We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.”

LEVEL OF DECISION MAKING HELD BY THE ADVISORY GROUP

In alignment with the recommended level of engagement, an Advisory Group will be formed to make recommendations around the following areas:

- Overall theme of wellness stations
- Location of wellness stations
- Physical expression of theme (considerations might include amenities such as exercise equipment, benches, storyboards, structures, etc)

While the Advisory Group will make recommendations, final decision-making approval will be held by Administration and Council.

A Terms of Reference for the Advisory Group is included in ***Appendix A.***

COMPOSITION OF ADVISORY GROUP

The City has identified the below listed individuals or groups of individuals as being key to the process. It is hoped that the Advisory Group will contain members from the following groups:

- Yaq̓it ʔa·knuqɬi 'it (Tobacco Plains)
- Ktunaxa Nation
- Families and Educators through School District 5
- Families and Educators through École Sophie-Moreau -Conseil Scolaire Francophone
- Families and Educators through Fernie Academy
- Fernie Trails Alliance (or member clubs)
- Fernie District Historical Society
- Elk River Alliance
- Tourism Fernie
- Seniors Centre Association
- City of Fernie Administration
- McElhanney Ltd (Consulting Team)

ADVISORY GROUP ROLES & RESPONSIBILITIES

The Advisory Group for this assignment will involve five main roles:

- ***Project Sponsor:*** approve public engagement plan, provide direction for process objectives and key messaging, interact with stakeholders, liaise with City Administration and Council
- ***Lead Facilitator / Chair:*** provide direction for engagement materials, interact with stakeholders, review feedback, complete evaluation reports
- ***Facilitation Support:*** support engagement efforts, interact with stakeholders, prepare engagement materials.
- ***Subject Matter Experts:*** provide relevant background and technical input, interact with stakeholders
- ***Advisory Group Members / Key Stakeholders:*** provide meaningful feedback throughout the process.

ENGAGEMENT TECHNIQUES

It is anticipated that the following techniques will be utilized on this project. These approaches are flexible and can be adapted as the project unfolds. This flexibility will ensure that the process is impactful and captures the needs of the group being engaged.

Engagement Event #1: Walkshop (In Advance of First Advisory Group Meeting)

Objective: to spatializes ideas and initiate conversation among members of the Advisory Group.

How: members of the advisory committee will gather to take a walk along the Annex Park Trail. They will record their favourite places along the trail and what makes them special. They will be asked questions related to why they care about the project, what they love about the area, and what would make it better.

Considerations:

- Mobility challenges
- Weather and time of day

When: January 6, 2022

Engagement Event #2: Advisory Group Meetings

Objective: a mechanism to build community buy-in and solicit feedback in relation to the wellness stations.

How: As representatives of the public, the advisory group will meet biweekly for a period of approximately eight weeks (four meetings total). Meetings will occur online, and numerous facilitation techniques will be utilised to support the group's processes, including brainstorming, nominal group process, dot polling, etc. Activities will be provided to members to complete between meetings and findings from those activities will be consolidated to facilitate group discussion. Meeting minutes will capture the advisory group's progress and will be provided to Administration for distribution to Council as required.

Considerations:

- Access to and competency with technology
- Day of week and time of day

Advisory Group Activities (to be completed between meetings):

- Mailbox to the future
- Questionnaire
- Key Informant Interviews

When: January 6 – February 17, 2021

ENGAGEMENT TIMELINES

At this time, it is anticipated that the project will have following milestones:

ACTIVITY	DUE DATE
Confirm Advisory Group Membership	**Dec 6, 2021**
Finalize Public Engagement Plan. TOR, & Orientation Package	**Dec 8, 2021**
Submit Big Ideas board to Administration for Review	**Week of Dec 13th**
Distribute "Welcome/Orientation Package" to Advisory Group	**Week of Dec 13th**
Walkshop Activity	**Jan 6, 2021**
Regular Advisory Group Meetings	**Jan 6 – Feb 17, 2021**
Analyse & Report Back (Meeting Minutes)	**Jan 6 – Feb 17, 2021**
Concept Development	**Jan 6 – Feb 17, 2021**
Final Recommendation to Administration	**March 1, 2021**
Debrief on Engagement Activities	**March 15, 2021**

COMMUNICATION TOOLS

Communications during this project will have four main purposes:

1. Providing background information;
2. Giving project updates,
3. Creating awareness for the project within the community; and
4. Facilitating feedback

The City of Fernie will utilize the following communication tools for the above purposes:

COMMUNICATION TOOL	PURPOSE	DESCRIPTION
Key Contact	Background information Feedback	A primary contact for handling questions and concerns. Having a single contact can ensure consistent sharing of information. In the case of this project, Mark Rowlands has been identified as the key contact for the project.
Project Website (Broader Fernie Annex Park Project)	Background information Awareness	An easy-to-understand digital space that highlights significant elements of the project, including purpose, process, timeline, responses to common concerns, opportunities for community participation, and contact information. This is a valuable tool for sharing updates to the public through the duration of the project.
Social Media	Background information Awareness	The City of Fernie has an online presence in the form of a website, Facebook page, and Twitter account. These channels will allow for providing timely project updates.
Biweekly Advisory Group Meetings	Background Information Awareness Feedback	An advisory group, comprised of individuals from the community, will meet on a biweekly basis over the course of eight weeks as a mechanism to build community buy-in and solicit feedback in relation to the wellness stations. The February 3rd Advisory Group meeting will be live streamed to the broader public.
Advisory Group Notes	Feedback	Summaries of Advisory Group meetings with action items will capture the advisory group's progress and will be provided to Administration for distribution to Council as required.

REPORTING BACK

All Advisory Group meetings will be documented – this will include attendance, agenda, decisions made, actions taken, and any reference material provided to participants. The level of detail will be sufficient such that a member of the group who was unable to attend will be able to understand what took place. Minutes will be distributed within 72 hours of the meeting.

To aid in final decision making, meeting notes with action items will be provided to Administration for distribution to Council as required.

Summaries of these meetings will be posted to the project webpage. For members of the public not attending these meetings, access to the meeting minutes will maintain transparency, build trust, and help the public better understand the influence of the Advisory Group. The broader public will have access to a comment forum on the project webpage for providing their feedback on the Advisory Group's progress. To provide additional public access, the February 3rd Advisory Group will be live streamed and recorded for the broader public.

EVALUATION / DEBRIEF

Consistent and ongoing evaluation of the Public Engagement process will be undertaken at biweekly project meetings. This act of checking in, will support continuous improvement through the duration of the project and help ensure that resources are being used appropriately and efficiently.

At the closure of the project, a satisfaction survey will be distributed to Advisory Group members and a debrief will be conducted with the project team. From these, a lessons learned report generated. The intent of this exercise will be to ensure that key learnings from this assignment are applied to future City of Fernie assignments.

The debrief will focus on what worked well and could be improved in the following areas:

Venue: Walkshop Activity

- Ease of access (parking, transit, accessibility)
- Wayfinding (signage, directions)

Venue: Online Meeting Venue

- Ease of access
- Quality of AV

Staffing

- Right number of staff
- Relevant knowledge

- Facilitation skills

Format & Activities

- Agenda (good timing and flow)
- Presentations (length, content)
- Facilitation (clear instructions, keeping time, managing issues)
- Activity (comments on the process)
- Input gathered (quality feedback and ideas documented)
- Other
- Key questions or concerns from participants
- General comments or feedback from participants

APPENDIX A

Terms of Reference

Appendix A – Terms of Reference

INTRODUCTION

These Terms of Reference (TOR) outline the role, expectations, and required commitment of the Annex Park Improvement Advisory Committee (APIAC)

PURPOSE

To provide advice to the City's project team (including staff and consultants) in support of the improvements along the Annex Dike and Attack Dike as part of Fernie's active transportation network and related improvements to the Annex Park as per requirements of the $500,000 Active Transportation Grant and City of Fernie investments of approximately $250,000.

The following terms will direct the work of the APIC to ensure a common understanding of purpose, and a consistent framework for assessing options:

- The City of Fernie project team will facilitate meetings online.
- The City of Fernie is committed to inclusive and respectful discussions. The design recommendations received from this group will be considered and implemented wherever possible and in keeping with our guiding principles to benefit all City of Fernie residents.
- The Engineering Consultant (McElhanney) leading this project on behalf of the City shall manage the information sharing, facilitation, and general engagement with the APIC.
- The project team will review the APIC recommendations, and were supported, practical, consistent with grant requirements and within budget and scope, be presented to the council.
- The APIC recommendations will be financially and environmentally sustainable and be considered by the project team to consider long-term asset management, including the sustainability of natural assets.
- All meeting decisions will be carried out on a consensus basis without reference to movers & seconders. Objections will be noted by name.

MEMBERSHIP

Pursuant to Council resolution RC20-586, 587 and 588. The APIC is intended to represent many diverse segments of the community while remaining small enough to allow for effective function.

The APIC shall be comprised of no more than 12 members in total.

Select project team members shall support and attend all APIC meetings, provide policy and financial input, engineering advice, and support external communications by publishing committee information, agendas, and meeting notes on the City website(s).

TERMS

The APIC is not a select committee of Council pursuant to the Community Charter. Rather, it is formed to inform the project team and support direct engagement within a manageable framework.

Committee recommendations will be reviewed and advanced at the discretion of the project team.

Committee members have the following duties:

a. Review and discuss material provided by the project team
b. Assist the project team in identifying items requiring broader community feedback
c. Assist the project team in reviewing and assimilating community feedback
d. Participate in meetings
e. Other duties as determined by the project team.

All members of the APIC serve without remuneration.

PROCEDURES

The Consultant or staff shall provide the role of chair.

APIC meetings will be held online to allow for a diversity of access and inclusion unless otherwise determined during meetings.

DECISION MAKING

The APIC will develop a consensus before making decisions, and anyone objecting to the decision will be identified, and their objection recorded if so desired. The chair will determine whether a consensus has been reached.

REPORTING AND COMMUNICATIONS

General agendas, meeting notes, and information provided to and by the APIC will be published online by the City of Fernie.

Recommendations from the APIC will be reviewed by the project team and shared with Council via briefing updates and through formal reports on the project and where direction or decision by Council is required.

DURATION

It is anticipated that the committee shall function for approximately eight weeks, meeting bi-weekly until no longer being needed.

RESOURCES

Where the APIC requires additional information or guidance, the appointed project team comprised of City of Fernie employees and contracted resources shall support through a variety of ways, including research, arranging site-visits, and preparing the communications and reporting on behalf of the committee.

APPENDIX B

Advisory Group Welcome Package / Orientation

Appendix B –Advisory Group Orientation

SCOPE OF THE GROUP

The Advisory Group will make recommendations around the following areas:

- Overall theme of wellness stations
- Location of wellness stations
- Physical expression of theme (considerations might include amenities such as exercise equipment, benches, storyboards, structures, etc)

MEASURES OF SUCCESS

The Advisory Group will be considered a success if:

- The Advisory Group establishes clear, consensus-based recommendations for the Wellness Stations;
- The broader public is engaged via the project webpage in evaluating the proposed Wellness Station recommendations
- Project recommendations align with and respect community values
- Recommendations are provided to Council in alignment with the project schedule
- Appropriate City staff are involved throughout the process

MEETING LOGISTICS

Meetings will be hosted biweekly as follows:

DATE	TIME	LOCATION
January 6	3:00 pm	Meeting Location to be announced
January 20	6:00 pm	Forum will be provided to members in late December
February 3	6:00 pm	Forum will be provided to members in late December
February 17	6:00 pm	Forum will be provided to members in late December

Advisory Group members will receive digital calendar invitations for the above noted meetings.

MEETING CONDUCT & GROUND RULES

- Speak one at a time –we encourage participants to utilize the “hands up” button on the digital platform to avoid interrupting others.
- When multiple group members wish to speak, the facilitator will prioritize those who have not yet spoken before calling on someone a second time for a given subject.

- Maintain a respectful attitude toward towards other group members (i.e. treat others how you wish to be treated).
- Listen attentively to others
- Share information openly, promptly, and respectfully.
- Remain flexible and open-minded, and actively participate in meetings.

Contact
Kim Unger, BA, MLA, LA, ATT, PMP
kunger@mcelhanney.com
403-776-9664

McElhanney

CANADA BEST MANAGED COMPANIES