



Engagement Playbook

The City of Courtenay Official Community Plan



The City of Courtenay Official Community Plan *Influences*

Housing • Land Use • Zoning • Development • Urban Design • Servicing • Transportation • Parks Environment • Social Planning • Economic Development



WHAT'S HAPPENING?

The City of Courtenay is updating the **Official Community Plan** to help shape how our community grows over the next 10 years.



LOOKING FOR IDEAS BIG AND SMALL!

Your input will inform Courtenay's future. Watch for opportunities to provide feedback and get involved in 2020.



THIS DOCUMENT

This document offers a snapshot of the public engagement process for the City of Courtenay's Official Community Plan review and update.



THIS IS THE *BEST* WAY TO STAY UP TO DATE

Make sure you don't miss out on the community conversation and register today! Sign up to the project e-newsletter at www.courtenay.ca/OCPupdate



follow us

This planning process for Courtenay can be much more than the creation of an official planning document; it can be a community-building opportunity, with the potential to 'reach into the kitchens' of as many households as will welcome it.



WHAT IS AN OFFICIAL COMMUNITY PLAN?

An Official Community Plan (OCP) is the most important policy document that local governments have at their disposal to manage change in a way that helps a community meet its goals.

It provides a long-range vision by setting out how much growth and development will occur, and it greatly influences how people live, work, and play in the community. OCPs contain policies that dictate the way land is used, including for homes, shops, offices, industry, public institutions, and more. OCPs also contain policies that dictate how land is developed, including the type, form, and character of buildings and the spaces between them.

An update to the Zoning Bylaw will immediately follow adoption of the OCP in order to implement the land use goals of the OCP. Input into the OCP will provide valuable context for the Zoning Bylaw update.

WHY ARE WE UPDATING OUR OCP?

The City of Courtenay is undertaking a comprehensive review of the Courtenay Official Community Plan (OCP). The last update to this overarching community planning document occurred in 2005. Much has changed in that time and the community is expected to continue to experience steady growth.

With growth comes challenges and opportunities. A climate lens will be used to evaluate all OCP recommendations, recognizing that land use decisions that reduce greenhouse gases and adapt to climate change also promote vibrant neighbourhoods, active life style options and more cost effective services.

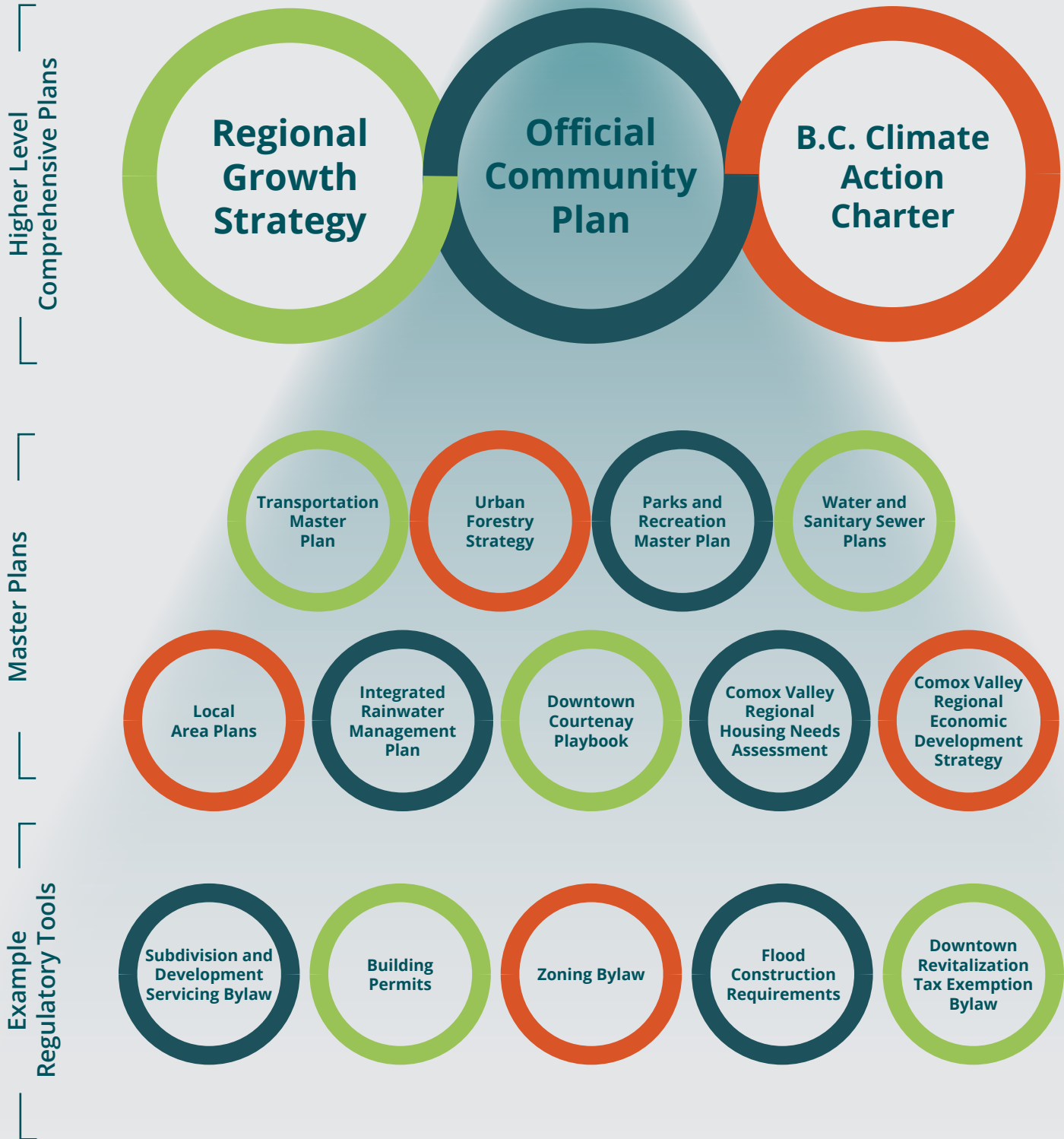
WHAT DOES THIS MEAN FOR YOU?

Land use and development influence our lived experience every day.

Specifically, they influence:

- the **types of homes** in which we live;
- the types of **destinations and amenities** in our neighbourhoods;
- how we **move around**, including whether it's easy and enjoyable to travel by foot, bike, transit, or car;
- our **pocket books**, including how much it costs us to pay for city services, such as sewers and roads;
- the "look and feel" of **public spaces**, and the overall **character** of our neighbourhoods; and more.

B.C. LOCAL GOVERNMENT ACT





High school students participating in a climate march in Courtenay. Photo by James Wood.

A CLIMATE CRISIS IS DECLARED

In line with Courtenay Council declaring a Climate Crisis earlier this year, all OCP update recommendations will be evaluated through the 'climate lens' of reducing greenhouse gas emissions and adapting to climate change within a framework that is reflective of Courtenay's unique character, identity and community vision.

The project will include a strong emphasis on data and mapping analysis and evaluation of development scenarios as well as rigorous community engagement. The plan will include climate friendly policies to both guide new development as well as identify actions for existing buildings, mobility patterns and neighbourhoods.

The OCP planning process presents an opportunity for residents, businesses and stakeholders to work directly with the City to co-create a long term vision supported by realistic actions.

HOW CAN THE OCP ADDRESS CLIMATE CHANGE?

All sorts of everyday human activities generate greenhouse gas (GHG) emissions, including driving gas powered cars, heating homes with non-renewable fuels, and not finishing the meal on your plate.

This OCP update aligns with the 2030 timeline established by the Intergovernmental Panel on Climate Change (IPCC) and will seek opportunities to establish policies that support limiting global warming to 1.5 degrees.

WHAT ROLE DO GOVERNMENTS PLAY?

All levels of government are responsible for setting GHG emissions reduction targets and enforcing policies that support a transition to a low-carbon future.

To demonstrate a commitment to local climate action, the City of Courtenay is a signatory to the Global Covenant of Mayors for Climate and Energy.



GLOSSARY

GHG - Greenhouse gases are any gas that absorb infrared radiation in the atmosphere.

tCO₂e - GHGs are often measured in tonnes of Carbon Dioxide Equivalent (tCO₂e), an aggregate metric of global warming potential (GWP).

Renewable Energy - Energy from a source that is not depleted when used, such as wind or solar power.

Climate Change Adaptation - Refers to actions that reduce the negative impact of climate change, while taking advantage of potential new opportunities.

Climate Change Mitigation - Refers to efforts to reduce or prevent emission of greenhouse gases.

Climate Risk - A risk resulting from climate change and affecting natural and human systems and regions. In British Columbia, the two highest-ranked climate related risks will be severe wildfire seasons and seasonal water shortage.

Climate Vulnerability - An understanding that not everyone will be impacted equally by climate change.



Hohey

Former
Davis
Tannery

OCP PROJECT PROCESS

HOW CAN YOU GET INVOLVED?

The OCP update will take place over five phases (below), culminating in a final Plan for adoption by City Council in spring 2021.

Residents are invited and encouraged to participate throughout this process. Stay tuned for community events, surveys, and more opportunities to be involved throughout the OCP review and update!



	NOV - FEB 2020	FEB - APR 2020	APR - JUN 2020	JUL - NOV 2020	DEC - APR 2021
PROJECT PHASE	PROJECT LAUNCH (FEB 2020) Learn about the project and how you can get involved. Tell us about your early priorities and ideas.	CITY-WIDE VISION AND GROWTH SCENARIOS Tell us about your vision and goals. Work with us to create different scenarios for tackling the climate crisis and achieving our vision/goals.	NEIGHBOURHOOD PLANNING Provide input on the scenarios and emerging concepts of the Plan. Tell us what this means for your neighbourhood.	DRAFT PLAN Provide input on the draft Plan. Work with us on refining it.	FINAL PLAN Review the final Plan.
ENGAGEMENT ACTIVITIES	Public Launch, Website, Advisory Committee Meetings, Stakeholder Interviews	Advisory Committee Meetings, Survey, Pop-Ups, Roadshow, and Workshops	Neighbourhood Workshops, Walkshops, Interviews, Advisory Committee Meetings	Survey, Advisory Committee Workshop, Open House	Public Hearing, Council Report

MASTER PLAN AND BYLAW UPDATES,
INCLUDING ZONING BYLAW IMMEDIATELY
FOLLOWING OCP ADOPTION

Here are some of the engagement activities planned for this process.



Pop Up Engagement

Look for us at community events throughout 2020 for a chance to learn about the project and share your ideas in an informal setting.

We're also available to "pop up" at stakeholder meetings to engage on specific topics with organizations. Contact the project team to learn more about this roadshow opportunity.

Advisory Committee Meetings

Comprised of members of the public representing a variety of topic areas, OCP Advisory Committee members provide valuable technical information and are community ambassadors of the OCP update.



Online Surveys

To test interest in specific ideas, on-line surveys will be used to allow for easy and convenient input.

WELCOME TO ABBOTSFORD FORWARD

2 NEW VISION

3 HOW SHOULD ABBOTSFORD GROW? Compare and Rate

4 IMAGES

5 THANK YOU

Current Plan Neighbourhood Centres City Centre Today

City Centre

This is what Abbotsford could look like if 60,000 new residents were focused mostly around the city centre. Growth would also happen in other areas near the city centre, minimizing new neighbourhood development.

Please rate this scenario.

★ ★ ★ ★ ★

Optional Comment

Walk to groceries Working near home Convenient transit Cost of infrastructure Greenhouse gas emissions Preserved natural areas

Worse than Current Plan Better than Current Plan



Neighbourhood Workshops

More than a meeting, neighbourhood level engagement will take place in at least eight locations throughout the city, with walking tours, 1:1 community leader interviews, self-guided workbooks all culminating in a neighbourhood workshop to provide local opportunity for residents to provide direct input.

Big Ideas Fairs

To launch and conclude the project, ideas fairs will be used to exchange information with a large number of people in an engaging multi-dimensional way.





HOURS OF OPERATION
7:00 am - 9:00 pm

FREE
LEMONADE!

TELL US HOW
FUNICULAR
IMPACTS
YOUR CITY!

Come visit
Angel Pt. in
Chattanooga, TN.
It's a beautiful
view of the
city.

It's a beautiful
view of the
city.

WHY ARE WE ENGAGING?

Meaningful public engagement is not only good planning practice, it is also a strong value of the community.

Public engagement serves as an essential part of any major planning process as it helps to create a solid understanding of how members of a community understand themselves within it and what their aspirations for the future include. Meaningful public engagement also provides the opportunity for the planning team to glean the insights and knowledge that exist within the community.

A full-bodied engagement process strives to collect voices about the future of the community that might otherwise be unheard, creates awareness and excitement about the process, and facilitates education about complex urban issues thus building civic capacity in the long run. While the adoption of an OCP is an essential deliverable in the planning process, the process in creating the OCP is as important as the final deliverable.

The overarching purpose of this engagement process is to open up a conversation with citizens about the future of the City of Courtenay – within the parameters of an OCP’s scope and jurisdiction – to develop a vision and set of directions to guide change into the future.

Specific engagement objectives of this project are to:

- **Raise awareness** about the process and opportunities for involvement throughout the process;
- **Make the process relevant**, helping people to understand the significance of the OCP and how it impacts them and their community;
- **Generate excitement and ownership** over participation in and implementation of the OCP;
- **Build capacity among citizens to participate** in a highly informed dialogue about issues, trends, and best practices;
- **Make participation accessible to all residents** and stakeholders, reaching a broad and diverse demographic that’s representative of the community;
- **Obtain input** from citizens to ensure the Plan addresses community priorities and incorporates valuable local knowledge;
- **Build an identity as well as long term positive relationships** within the community, building trust and engagement between citizens, stakeholders and the City that endures beyond the life of the process.

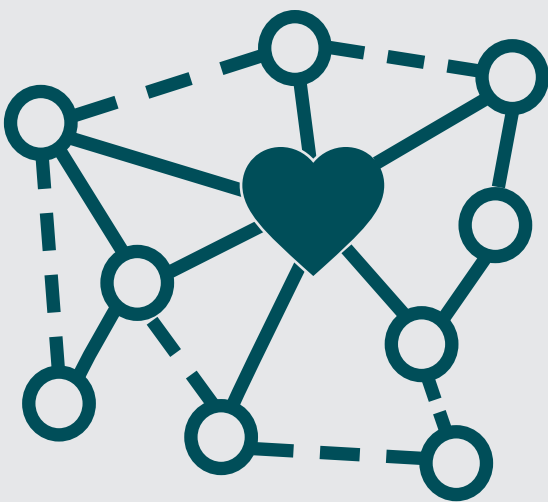
HOW WE’LL WORK TOGETHER

This plan utilizes the IAP2 (International Association for Public Participation) engagement framework and will utilize four levels of engagement: Inform, consult, involve and collaborate. The levels of engagement will be applied throughout the process differently depending on the target group and project phase.

While the level of community engagement varies throughout the process – ranging from “inform” in providing information on issues and best practices, to “collaborate” in creating a refreshed vision for the OCP – it is expected that most engagement pertaining to decision-making will reach the “involve” level.

The full IAP2 spectrum of engagement is summarized in the table below.

MANY VOICES, ONE COMMUNITY PLAN



This OCP process will collect and synthesize input from a wide range of sources, such as neighbourhood conversations, previous planning efforts, and technical analyses of future land use scenarios.

<div> <div></div> <div>INCREASING IMPACT ON THE DECISION</div> <div></div> </div>					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Engagement Objective	To provide information to support citizens' understanding of initiatives	To obtain citizens' feedback on alternatives and/or decisions	To work with citizens to ensure their concerns and expectations are understood throughout the process	To partner with citizens to identify common ground for action and solutions	To place final decision-making in the hands of citizens
Commitment to Citizens	To provide accurate information in a timely manner	To listen and acknowledge citizens' concerns and provide feedback on how their input influenced the decision	To engage citizens in exchanging information, ideas and concerns and provide feedback on how the input is reflected in the final decision	To seek advice, ideas or concerns from citizens' and use the feedback in decision-making to the maximum extent possible	To work collaboratively with citizens to implement what was agreed-upon



