



**STRAWBERRY
MEADOWS**
ENGAGEMENT
STRATEGY

October 2021

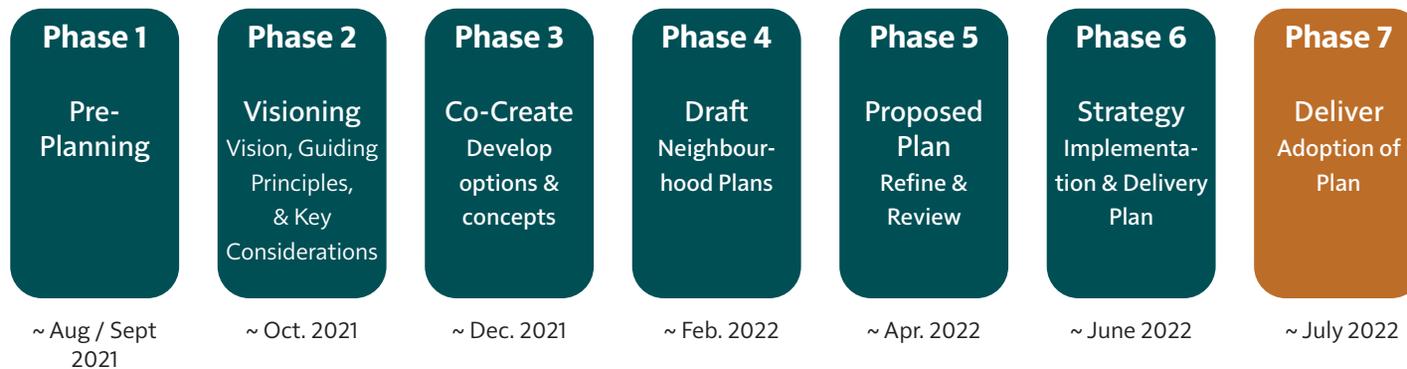
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1.0 Introduction

The intent of the Strawberry Meadows' Neighbourhood Plan Engagement Strategy is to identify the guiding principles for engagement, objectives, and tactics/tools to raise awareness and invite meaningful community participation in the creation of the Strawberry Meadows Neighbourhood Plan. The engagement process will include facilitated discussions with residents and stakeholders about their future vision, issues, opportunities, and key priorities for Strawberry Meadows. Currently, the Community Engagement Strategy is a draft and a final version will be completed once community input is provided. Seeking public input is crucial as the engagement strategy must cater to the specific needs and preferences of the audiences that it is designed for.

Strawberry Meadows Neighbourhood Plan Project Outline and Timeline



2.0 Guiding Principles for Engagement

Engaging the public and stakeholders in neighbourhood planning involves more than sharing information or reporting out on activities of planners and policymakers. Instead, engagement is a process founded on collaboration, where people from diverse backgrounds and perspectives are actively involved in identifying issues, opportunities, and priorities to address. Best practice for engagement stresses for it to be early, ongoing, and meaningful.

The District of Kitimat has not committed to a set of guiding principles to be used for engagement with the community. Therefore, the guiding principles chosen for the Strawberry Meadow's Neighbourhood Plan have been developed in alignment with the International Association for Public Participation (IAP2)'s five principles to guide all engagement activities:

- **Inclusiveness:** The District will endeavor to involve and enable the participation of all interested parties across the full range of our diverse population.
- **Transparency:** The District will endeavor to ensure decision processes, procedures, and constraints are understood and followed. The purpose and limitations on public participation will be made clear. Respective roles and responsibilities will be clearly communicated. Feedback will be provided on what stakeholders said and how their opinion was considered by decision makers.
- **Access:** The District will ensure that accurate information is available to participants in a timely manner.
- **Respect:** Public participation requires the mutual respect of all participants. The District will listen with an open mind and show consideration and value for another person's point of view.
- **Honesty:** In conducting public participation the District will demonstrate honesty: we will tell the truth, following through with commitments and act in a trustworthy manner.

Engagement throughout the project will follow the IAP2's spectrum of intensity for engagement:

- **To Inform:** Provide the public with balanced and objective information to assist them in understanding the topics, issues, alternatives opportunities and/or solutions.
- **To Consult:** Obtain public input and feedback on issues, alternatives and/or decisions.
- **To Involve:** Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
- **To Collaborate:** Partner with the public to solicit input and ideas on critical issues and opportunities, land use scenarios, and other policy responses.

3.0 Decision-Maker

District of Kitimat Council is the ultimate decision-maker for the Strawberry Meadows Neighbourhood Plan. The plan is expected to be presented to Council for consideration and adoption in July 2022. Staff will provide updates to Council throughout the duration of the project to ensure they are aware of the project status and key milestones.

4.0 Community Engagement Activities

There are several tools, formats and activities that can be used to support and conduct public participation, such as public meetings, surveys, open houses, focus groups, workshops, social media, and online discussion forms. Throughout the COVID-19 pandemic, engagement activities have had to adapt and the traditional forms of public engagement, such as open houses, and other in-person gatherings cannot be solely relied on. Effective 7 September 2021, the Northern Health Authority has ordered a restriction on indoor events, with a maximum of 50 people or 50% capacity, whichever is greater. In light of this, the District will explore ways to host smaller gatherings while maintaining physical distancing, in addition to using online engagement tools such as surveys, video conferencing, social media and the District of Kitimat's website, mail outs, and public information stands at community centres. However, engagement activities will need to be flexible as Public Health restrictions regarding the COVID-19 pandemic can change and not all residents and stakeholders may feel comfortable to meet in-person.

To finalize the engagement strategy, the key will be to ask the community how they would like to be engaged throughout the planning process by providing a broad list of examples of engagement tools that can be used. To gain the needed input and initial awareness on the project the following actions will be undertaken:

- Inform the Strawberry Meadows' residents and stakeholders identified for the project that Council has approved a Neighbourhood Plan to be created for Strawberry Meadows, what the purpose and objectives of a Neighbourhood Plan is, how to get more information on the project, and how to be added to a list of residents and stakeholders who want to be involved in the project.
 - ➔ Mail outs to all Strawberry Meadows residents.
 - ➔ Email/send letter to each stakeholder.
 - ➔ Update the District's website, social media accounts, and bulletin boards.
- Publicize the draft Baseline Report and Engagement Strategy on the District of Kitimat's website so the public can provide feedback.
- Update the Baseline Report and Engagement Strategy based off the information gathered from the two actions above, create a working group list of residents and stakeholders interested in the project, and kick off Phase 2 - Visioning of the project.

5.0 Stakeholders

The following are stakeholders identified for the project. This list may be expanded as the project progresses.

| Stakeholder Group | Group Name |
|--------------------------------|--|
| Existing & Future Residents | <ul style="list-style-type: none"> • Single and multi-family housing owners and renters • Property owners • Temporary workers |
| Non-profit operators | <ul style="list-style-type: none"> • Tamitik Status of Women (TSW) • Kitimat Valley Housing Society (KVHS) |
| Businesses | <ul style="list-style-type: none"> • Local business owners • Kitimat Chamber of Commerce • Civeo • Coastal GasLink (CGL) • LNG Canada • Rio Tinto • Minette Bay Lodge |
| Developers | <ul style="list-style-type: none"> • J. Oviatt Contracting Ltd. |
| First Nations | <ul style="list-style-type: none"> • Haisla Nation |
| Commissions / Community Groups | <ul style="list-style-type: none"> • Advisory Planning Commission (APC) • Leisure Services Advisory Committee (LSAC) • Traffic Committee • Kitimat Valley Naturalists • Advisory Committee for Persons with Disabilities • Age-Friendly Committee • Climate Action Working Group • Housing Committee |
| Government | <ul style="list-style-type: none"> • BC Transit • BC Housing • District of Kitimat departments (Leisure, Engineering, Public Works, etc.) • Coast Mountain School District • Northern Health Authority • Department of Fisheries and Oceans • Regional District of Kitimat-Stikine |