

# Central Okanagan North Westside Services Review: Engagement Plan

August 8, 2017

The following engagement plan outlines the goals, stakeholders, activities, and roles for conducting engagement for a review of regional services provided by the Regional District of the Central Okanagan (RDCO) to the region's North Westside communities.

## Review Area

The "Review Area" for the project is defined by the North Westside Fire Protections Service Area in the Central Okanagan West Electoral Area, which includes the communities from Westshore Estates to Caesar's Landing.

## Engagement Goals

The following engagement goals have been developed based on the Review's Terms of Reference (April 2017) and other assessments of project needs.

- Provide opportunity for improved understanding among the stakeholders and residents of the Review Area of services delivered to them by the RDCO.
- Prepare an inventory of concerns of Review Area stakeholders and residents on issues related to service delivery.
- Seek input on recommendations for future improvements to services, service delivery, and decision-making processes within current Regional District Framework (Note: this is not an exploration of alternative models, i.e., incorporation).
- Collect input from a broad cross-section of residents in the Review Area.

## Partnership Approach

While the project will be led by EcoPlan, the work will be supported in different ways by the RDCO and the North Westside Communities Association (NWCA). The involvement of these groups will be based on their respective areas of expertise as relates to engagement goals 1 and 2. The RDCO will be more involved in confirming descriptions of the processes and protocols employed in regional service delivery and governance (e.g., as in the "Project backgrounder" noted below); the NWCA will be more involved in supporting community engagement (i.e. toward an understanding of community concerns). Bruce Smith, the RDCO Communications Officer, will be the main contact for residents' general questions about the project (e.g., upcoming events, timing, etc.).

All communications and postings to websites of the RDCO and NWCA will be prepared or reviewed by EcoPlan prior to their release.

## Stakeholders, Roles, and Methods

- **Key Stakeholders:** A cross section of key stakeholders will be consulted through one-to-one meetings or phone calls. Note that key stakeholder consultation has already begun as part of project work, providing a more in-depth understanding of the project context,

a preliminary understanding of resident concerns, and input on larger engagement activities. These interviews were critical for the finalization of this engagement plan.

- **Review Area residents:** Engaged and informed through:
  - Online survey delivered in August
  - One (1) Community Open House at start of September
  - Supporting communications materials:
    - Notice/ Bulletin Boards advertising project and engagement opportunities placed in the community roadside message boards as well as the mail boxes along Westside Road within the Review Area
    - An educational “Project Backgrounder” mailed out to all owners of property in the Review Area introducing the project, providing an overview on regional service delivery in B.C and the RDCO, and driving traffic to online resources, including the online survey
    - Advertisement(s) in the Vernon Morning Star and Westside Post
    - Posting resources to RDCO website (North Westside Services Review page) and NWCA website including:
      - Project Backgrounder
      - Newsletters and information updates
      - Online survey (a link that will redirect to a separate site) with paper copies available at the open house
      - Engagement Summary
      - Final Report
- **RDCO Board:** Consulted and informed through presentations on Sept. 7<sup>th</sup> and Oct. 23<sup>rd</sup>.

Note that EcoPlan will provide framing language to accompany materials for any website posts.

## Engagement Activities & Workplan

Activity	Timing	Objectives	Target group
Prepare and deliver 1 <sup>st</sup> phase communications materials	July; delivery at end of July, early August	<ul style="list-style-type: none"> <li>• Includes posters, Primer for mailouts, advertisement in local publications</li> <li>• Introduce project</li> <li>• Drive participation in upcoming engagement</li> </ul>	Review Area Residents
Online survey preparation	July	<ul style="list-style-type: none"> <li>• Educate about Services</li> <li>• Collect input on key issues and concerns</li> </ul>	Review Area Residents
Meetings/ calls with 5-7 stakeholders	July 24 <sup>th</sup> to 28 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Confirm details about Services</li> <li>• Preliminary issues and concerns identification</li> <li>• Input for survey (including delivery)</li> <li>• Recruit for awareness raising and survey delivery support</li> </ul>	Key stakeholders
Online Survey delivery	August	<ul style="list-style-type: none"> <li>• Reach broad cross-section of Review Area residents</li> <li>• Paper version will be available at open house</li> </ul>	Review Area Residents
Community Open House	Early September (date TBD)	<ul style="list-style-type: none"> <li>• Educate about Services</li> <li>• Collect input on key issues and concerns</li> </ul>	Review Area Residents
RDCO Board presentation	September 7th	<ul style="list-style-type: none"> <li>• Describe process</li> <li>• Update on project progress</li> <li>• Preliminary survey results</li> </ul>	RDCO Board
Targeted follow-up	Early September	<ul style="list-style-type: none"> <li>• Confirming findings and filling gaps as needed</li> </ul>	Stakeholders and key residents; RDCO staff
Engagement Summary	Mid September	<ul style="list-style-type: none"> <li>• Summarize engagement process and findings</li> </ul>	All
Newsletter in water rates mailout	Early September	<ul style="list-style-type: none"> <li>• Summarize process and key findings</li> <li>• Describe next steps</li> </ul>	Review Area Residents
RDCO Board Presentation of final report	Oct. 24 <sup>th</sup>	<ul style="list-style-type: none"> <li>• Summarize project and process</li> <li>• Present final recommendations &amp; implementation plan</li> </ul>	RDCO Board
Final newsletter	End of October	<ul style="list-style-type: none"> <li>• Communicate project's completion</li> <li>• Summarize key outcomes</li> <li>• Direct people to project resources online</li> </ul>	All