

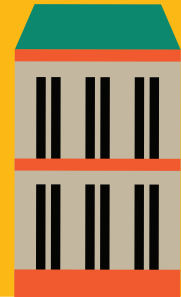
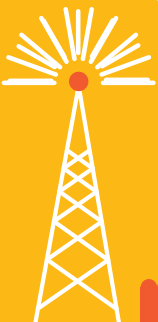
KEATING

BUSINESS

CORRIDOR



**Engagement
Plan**



Stantec

March 2, 2016



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1.0 PURPOSE OF THE ENGAGEMENT PLAN

The purpose of this engagement plan is to ensure an organized, transparent, efficient and appropriate approach for meaningful engagement. The plan defines the approach, techniques, dates, time, locations, and other details for engagement of, and communication with, the District of Central Saanich (DCS) community at large, Keating Corridor businesses and landowners and stakeholders throughout the project. The plan also serves as a communication tool to allow all interested parties to effectively prepare for the planning process.

More specifically, the engagement plan:

- Details the engagement approach and guiding principles
- Details the roles and responsibilities of the project team
- Identifies the stakeholders
- Articulates the “promise to the public” at each stage of engagement, the schedule and planned engagements tactics

2.0 ENGAGEMENT PLAN

Objectives for this project are focused on the following:

1. Reach the broadest audience to consult on the future of the Keating Corridor information.
2. Receive input at critical milestones on current needs, future vision and goals for the Keating Corridor.
3. Clearly communicate the planning process and outcomes.
4. Prepare a viable business corridor development scenario that is broadly supported.


To achieve our objectives we have designed the following plan and used the following framework.

2.1 APPROACH TO ENGAGEMENT

The engagement plan has been developed in accordance with the International Association of Public Participation's (IAP2) best practices. The IAP2 is the preeminent international organization dedicated to advancing the practice of public participation. This plan, and its implementation, will be guided by the IAP2's Core Values. In addition, the IAP2's Spectrum of Public Participation has been applied to align the engagement objectives and tools with a clear promise and commitment to the DCS stakeholders for each stage of the planning process. IAP2's spectrum of participation is presented below.

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INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1 IAP2's Spectrum of Public Participation

To maximize the opportunity for engagement in the process, a combination of approaches to engagement will be used in line with available resourcing for the project. These approaches will provide multiple different opportunities to participate, and account for the diversity of ways the community at large, Keating Corridor businesses and landowners, and stakeholders will be engaged in the process.

The following IAP2 values will guide the engagement process:

IAP2 Core Values

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

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2.2 ENGAGEMENT AUDIENCES AND LEVEL OF ENGAGEMENT

Involve—These organizations will be engaged at the involve level to work directly with the project team to provide input into the development of the plan.

Consult—The community at large will be asked to provide feedback throughout the duration of the project which will assist in the formation of the plan.

Inform—These organizations will be engaged at the inform level to assist in communicating directly to share project updates and events with their membership and organization about the development of the plan.

In alignment with direction provided by the DCS, our audience for engagement and communications on this project that will be directly include but is not limited to:

- The District of Central Saanich community at large—**Consult**
- Keating Corridor businesses and landowners—**Involve**

And the following stakeholders:

Organization	Level of Engagement
District of Central Saanich Council	Involve
District of Central Saanich Staff	Involve
District of Central Saanich Economic Development Committee	Involve
Ministry of Transportation, Highways & Infrastructure	Involve
BC Transit	Involve
Tsartlip First Nation	Involve
Tsawout First Nation	Involve
The Butchart Gardens	Involve
Capital Regional District	Inform
Agricultural Advisory Committee	Inform
Agricultural Land Commission	Inform
Peninsula and Area Agricultural Commission	Inform
Saanich Peninsula Chamber of Commerce	Inform
District of Central Saanich Advisory Planning Commission	Inform
Southern Vancouver Economic Development Agency (former GVEDA)	Inform
Saanichton Village Association	Inform
Brentwood Bay Community Association	Inform
Municipality of Saanich	Inform
Municipality of North Saanich	Inform

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Organization	Level of Engagement
Town of Sidney	Inform
Elizabeth May, MP	Inform
Gary Holman, MLA	Inform
Peninsula Streams	Inform
Residents and Ratepayers of Central Saanich Society	Inform

2.3 LEVEL OF ENGAGEMENT

In achieving the objectives listed in Section 2.0 the following road map outlines the project timing, stages, key focus of the stages, level of participation, who will be engaged, the IAP2 engagement promise to the public, engagement objectives and engagement tools.

The Keating Business Corridor Analysis and its engagement objectives will be linked to the current DCS Official Community Plan (OCP) specifically in relation to the vision, objectives, environment, greenhouse gas (GHG) emissions, land uses, economic and transportation needs.

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2016				
	February/March	March	April	May
	STAGE 1 Startup	STAGE 2 Discover	STAGE 3 Co-create	STAGE 4 Implement
KEY FOCUS	<ul style="list-style-type: none"> • Work Plan • Risk Assessment • Decision Making Process 	<ul style="list-style-type: none"> • Background Review/Drivers • Market Characterization • Precedents/Innovation • Vision Development 	<ul style="list-style-type: none"> • Business Development Scenarios • Preferred Scenario • Draft Plan 	<ul style="list-style-type: none"> • Preparation of Final Keating Business Corridor Plan and Financial Economic Model
LEVEL OF PARTICIPATION	Consult	Involve	Involve	Consult
WHO	Community Stakeholders Business/Land Owners	Stakeholders Business/Land Owners	Stakeholders Business/Land Owners	Community Stakeholders Business/Land Owners
PROMISE TO PUBLIC (IAP2)	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work together with you to ensure that your concerns and aspirations are directly reflected in the alternatives that are developed and provide feedback on how public input influenced the decision.	We will work together with you to ensure that your concerns and aspirations are directly reflected in the alternatives that are developed and provide feedback on how public input influenced the decision.	We will work together with you to ensure that your concerns and aspirations are directly reflected in the alternatives that are developed and provide feedback on how public input influenced the decision.
ENGAGEMENT OBJECTIVE	<ul style="list-style-type: none"> • Sharing of information and ideas • Gain project awareness and interest • Obtain input on issues and opportunities regarding land use constraints, transportation access, zoning, economic development, etc. 	<ul style="list-style-type: none"> • Education & information about the corridor study and the process • Obtain input on issues and opportunities • Identify overall community vision for the area linking to the OCP vision 	<ul style="list-style-type: none"> • Present & review 3 land use scenarios • Obtain feedback on preferred scenario 	<ul style="list-style-type: none"> • Present the draft plan based on identified preferred scenario • Obtain feedback on Draft Plan
ENGAGEMENT	Community Information Session	Visioning, Opportunities, and Constraints Workshop	Scenarios Workshop	Community Draft Plan Information Session
OTHER ENGAGEMENT TOOLS	MindMixer/District of Central Saanich Website Survey	Business Survey	Business Survey	

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2.3.1 Engagement Objectives, Tools, Responsibilities, and Communications

Planning Stage	Engagement Objectives	Engagement Tools	Audience	Date	Responsibilities	Communications
Stage 1: Startup	<ul style="list-style-type: none"> Sharing of information and ideas Gain project awareness and interest Obtain input on issues and opportunities regarding land use constraints, transportation access, zoning, economic development, etc. 	Mind Mixer Online Engagement Forum	<ul style="list-style-type: none"> The Community at large Keating Corridor businesses and landowners Stakeholders 	January 2016– May 2016	<ul style="list-style-type: none"> Stantec to develop site DCS to provide a list of stakeholders to Stantec to invite to the Mind Mixer website 	<ul style="list-style-type: none"> DCS to share Mind Mixer link on their website and promote through media channels DCS to launch project and web links to all Keating Corridor businesses and landowners via mail DCS to launch project and web links to all stakeholders via email
		DCS Website	<ul style="list-style-type: none"> The Community at large Keating Corridor businesses and landowners Stakeholders 	January 2016– May 2016	<ul style="list-style-type: none"> Stantec to provide website content DCS to update webpage content as project progresses 	<ul style="list-style-type: none"> DCS to launch project and web links to all Keating Corridor businesses and landowners via mail DCS to launch project and web links to all stakeholders via email
		Community Information Session	<ul style="list-style-type: none"> The Community at large Keating Corridor businesses and landowners Stakeholders 	March 2016	<ul style="list-style-type: none"> Stantec to prepare materials to promote and for the event DCS to book venue, to bring food and refreshments Stantec to analyze input and prepare summary of findings 	<ul style="list-style-type: none"> DCS to send all promotional letters, emails, ads, poster and online content to promote the event
		Community Survey	<ul style="list-style-type: none"> The Community at large Keating Corridor businesses and landowners Stakeholders 	March 2016	<ul style="list-style-type: none"> Stantec to draft survey and produce hardcopies to handout at information session DCS to gather and input all completed surveys Stantec to analyze input and prepare summary of findings 	<ul style="list-style-type: none"> DCS to send survey or link to all Keating Corridor businesses and landowners and stakeholders via mail or email
		Business Survey	<ul style="list-style-type: none"> Keating Corridor businesses and landowners 	March 2016	<ul style="list-style-type: none"> Stantec to draft survey and publish electronically DCS to handout hardcopies if needed, gather and input all completed surveys online 	<ul style="list-style-type: none"> DCS to send survey or link to all Keating Corridor businesses and landowners and stakeholders via mail or email
Stage 2: Discover	<ul style="list-style-type: none"> Education & information about the corridor study and the process Obtain input on issues and opportunities Identify overall community vision for the area linking to the OCP vision 	Stakeholder Meeting #1	<ul style="list-style-type: none"> Keating Corridor businesses and landowners Stakeholders 	March 2016	<ul style="list-style-type: none"> Stantec to develop engagement materials & facilitate DCS to book venue, to bring food and refreshments Stantec to analyze input and prepare summary of findings 	<ul style="list-style-type: none"> DCS to distribute invites to attendees, manage RSVPs and thank participants
		Business Survey	<ul style="list-style-type: none"> Keating Corridor businesses and landowners 	April 2016	<ul style="list-style-type: none"> Stantec to draft survey and publish electronically DCS to handout hardcopies if needed, gather and input all completed surveys online 	<ul style="list-style-type: none"> DCS to send survey or link to all Keating Corridor businesses and landowners and stakeholders via mail or email
Stage 3: Co-Crete	<ul style="list-style-type: none"> Present & review 3 land use scenarios Obtain feedback on preferred scenario 	Stakeholder Meeting #2	<ul style="list-style-type: none"> Keating Corridor businesses and landowners Stakeholders 	April 2016	<ul style="list-style-type: none"> Stantec to develop engagement materials & facilitate DCS to distribute invites to attendees, manage RSVPs and thank participants DCS to book venue, to bring food and refreshments Stantec to analyze input and prepare summary of findings 	<ul style="list-style-type: none"> DCS to distribute invites to attendees, manage RSVPs and thank participants
		Community Draft Plan Session	<ul style="list-style-type: none"> The Community at large Keating Corridor businesses and landowners Stakeholders 	May 2016	<ul style="list-style-type: none"> Stantec to prepare materials to promote and for the event DCS to book venue, to bring food and refreshments Stantec to analyze input 	<ul style="list-style-type: none"> DCS to send all promotional letters, emails, ads, poster and online content to promote the event
Stage 4: Implement	<ul style="list-style-type: none"> Present the draft plan based on identified preferred scenario Obtain feedback on Draft Plan 					