



Official Community Plan for the Electoral Areas Bylaw No. 4373

Schedule B – Local Area Plans

Step 1 Visioning

Report on Engagement & Communication

Appendix C – Engagement Background & Evaluation

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1.0 Engagement Overview 2021–2013

1.1 Communication & Engagement Activities

Table 1 lists the community engagement events conducted in the development of Bylaw No. 4373 – Official Community Plan for the Electoral Areas (OCP) from 2021–2023. It indicates the level of public engagement proposed in the engagement and communication plan based on the International Association of Public Participation (IAP2) spectrum (inform, consult, involve, collaborate, empower).

Table 1-1 OCP Engagement Overview 2021–2023

Phase	IAP2 Spectrum	Communication & Engagement Activities
Fall 2021	Inform, consult, involve	PlanYourCowichan.ca – a new engagement platform was launched by CVRD Strategic Initiatives.
Spring 2022	Inform	Project Videos – eight policy goal videos and five project videos were created to facilitate explanation of the project and policy direction.
	Inform, consult, involve	Community Circles <ul style="list-style-type: none"> • 18 CVRD led community circles focused on the eight policy goals and local area plans. 750 people registered. • 30 volunteer community circle facilitators trained. • 50 community led community circles. • 125 workbooks submitted.
	Inform, consult, involve	All APC Members Presentation – online presentation of Bylaw 4373 and offer to hold individual meetings.
	Inform, consult, involve	Individual APC Meetings – several meetings held.
November 2022	Inform, consult, involve	APC Chairs and Community Circle Facilitators Thank You – 40 participants.
	Inform, consult, involve	Ideas Fair and Local Area Plan Launch A/B/C Cobble Hill Farmers Institute – 300 attendees.
February 2023	Inform, consult, involve	Ideas Fair and Local Area Plan Launch – 800 attendees.
Sept 2023	Inform, consult, involve	All APC Members – online presentation on LAP development and upcoming Ideas Fairs.
October & November 2023	Inform, consult, involve	Local Area Plan Step 1 Visioning Ideas Fairs A/B/C – 100 attendees D – 100 attendees D/E – 25 attendees E/F – 20 attendees F – 25 attendees G – 65 attendees H – 40 attendees I – 45 attendees

2.0 Engagement Evaluation

2.1 Step 1 Visioning Engagement Evaluation

The table below provides an evaluation of the Step 1 Visioning for the local area plans community engagement by listing the steps and activities, the purpose of engagement (IAP2 spectrum: inform, consult, involve, collaborate and empower), and the successes and challenges. The final column lists which of the four IAP2 evaluation framework dimensions were met. These dimensions are:

- **Purposeful** – Engagement is purposeful when we develop an engagement plan and allocate resources and responsibility and evaluate for improvement.
- **Inclusive** – Engagement is inclusive when we recognize all views, even if we disagree, and put in place ways to remove/reduce barriers that make participation difficult (geographic location/distance, abilities, age, income, connectivity, culture bias, discrimination).
- **Transformative** – Engagement is transformative when we choose methods that encourage dialogue and build understanding and sharing from diverse perspectives.
- **Proactive** – Engagement is proactive when we respond to questions and concerns promptly, providing information in an accessible and timely way.

Table 2-1 Local Area Plan Step 1 Visioning community engagement

Engagement Steps/Activities	IAP2 Spectrum (Purpose)	Success	Challenges	IAP2 Evaluation Framework
Communications – print advertisements	Inform	Print ads were selected to reach all communities across the electoral areas.	An expensive form of advertising, particularly in a geographically dispersed region. The print ad campaign was reduced for this phase compared to previous phases.	Purposeful Inclusive
Communications – social media	Inform	The engagement rate on all social media platforms was high. Instagram reels had 39% engagement rate.	Competition for audience in a media saturated environment.	Purposeful Inclusive
Communications – posters	Inform	Posters are a requested form of communication and relatively affordable.	Perhaps limited reach.	Purposeful Inclusive
Communications – direct email	Inform	Affordable and grassroots means to share information.	Continuing to growing the number of email addresses.	Purposeful Inclusive
Communications – Planyourcowichan.ca engagement platform	Inform Consult Involve	Recognition of PYC engagement platform and distribution list -increase of 183 email addresses since February 2023.	Requires a level of digital literacy and access to technology that may not be available to all members of the public.	Purposeful Inclusive
Ideas Book	Inform Consult Involve Collaborate	Updated with recent community input.. New tool allows viewing of by “flipping pages” rather than scrolling.	Due to the cost and desire to reduce single-use paper, the updated Ideas Book is only available digitally.	Purposeful Inclusive Transformative Proactive
Facilitated Workshops – events and attendance	Inform Consult Involve Collaborate	Nine Ideas Fairs (18 workshops) were held to meet people where they are – 400 attendees.	400 attendees of a population of 37,000 in the electoral areas is a small percentage of overall population. In-person participation decreased from the last round of Ideas Fairs. The online survey (200 completed) may have provided a viable alternative option for participation.	Purposeful Inclusive Transformative Proactive

Engagement Steps/Activities	IAP2 Spectrum (Purpose)	Success	Challenges	IAP2 Evaluation Framework
Facilitated Workshops – reducing barriers	Inform Consult Involve	Welcome and Thank You signage in English and Hul'qumi'num. Kids activity table. Snacks and coffee/tea were provided.	Resourcing did not extend to provision of meals or child care, which are best practices to reduce barriers to participation. People with disabilities, experiencing language or other barriers were likely not fully involved.	Purposeful Inclusive Transformative Proactive
Facilitated Workshops - general	Inform Consult Involve Collaborate	Real time engagement with the community. Presentation decks posted online. Live polling provided immediate responses. Live capture of comments.	Ongoing misunderstanding and frustration among public with scope/authority of the CVRD (for example, not having jurisdiction over road and sidewalks within the electoral areas).	Purposeful Inclusive Transformative Proactive
Survey	Inform Consult Involve Collaborate	200 surveys completed.	Online surveys were challenging for some people due to technical problems between the planyourcowichan.ca platform and individual email providers. Paper copies were provided by request.	Purposeful Proactive Inclusive

3.0 Step 1 Visioning: Communication Details

3.1 Print

Newspaper and magazine advertisements were placed as detailed in Table 1.

Table 3-1 Print advertisement summary 2023

Publication	Date(s) published	Electoral Areas Targeted
Cowichan Valley Citizen (full size)	September 28 and October 19	All areas
Cowichan Valley Voice	October	All areas
Ladysmith Chronicle	November 2	G and H
Lake Cowichan Gazette	October 26	F and I
Shawnigan Focus	October	A, B, C
South Cowichan Connector	October 3	A, B, C, D
Take Five	October	G and H
Total		8

Figure 3-1 Print media example – Lake Cowichan Gazette



3.2 Social Media

Ads were posted on the CVRD's Facebook and X accounts and on CVRD Land Use Service's Instagram account as detailed in Table 2.

Table 3-2 Social Media Summary

Platform	# of posts	Average Engagement Rate
Facebook	6 posts 9 reels 3 events	0.85% 7.2%
Instagram	5 posts 9 reels	0.72% 39%
X (formerly twitter)	9 reels and 3 stills	3.6%
Total	44	

* Note: The engagement rate is calculated as the number of people who liked, commented, shared or performed any type of click on the post, as a percentage of the number of people who saw it. An engagement rate between 1 and 6% is considered high.

Figure 3-2 Social media post example



3.3 Posters

Posters were created for each Ideas Fair and distributed to central areas within respective communities.

Figure 3-3.3 Poster example – Sahtlam



3.4 Plan Your Cowichan Engagement Platform

The planyourcowichan.ca distribution list for OCP updates includes 717 email address (as of the date this report was written), an increase of 183 from the February 2023 engagement.

Eight emails were sent to promote the Ideas Fairs and survey with open rates of approximately 30%.

Between October 2 and December 21, 2023, there were 3,400 visits to the Local Area Plans and Draft Official Community Plan pages on planyourcowichan.ca.

3.5 Direct Communication

Emails were sent to stakeholders, community groups, advisory planning commission chairs and electoral area directors to help spread the word.

4.0 Survey Sample

4.1 Local Area Plan Step 1 Visioning Survey

Electoral Area D – Cowichan Bay

This survey is available online at planyourcowichan.ca.

Printed copies are available by request and are numbered. Surveys should not be replicated.

We Are Inviting You!

Please complete this survey to have your say in the development of the local area plans for the electoral areas.

The survey will be open from **October 13 to November 15, 2023**, and complements the in-person community Ideas Fairs being hosted by the CVRD in October and November 2023.

Responses from the survey and Ideas Fairs will be used to develop the future vision, local area description and concept plan with complete community assessment for your local area plan.

For more information about the project and the Ideas Fair schedule, visit planyourcowichan.ca.

What is a Local Area Plan?

Local area plans are planning documents that:

- provide greater detail on growth management for communities.
- build upon the vision, objectives and policy in Bylaw 4373 – Official Community Plan for the Electoral Areas (OCP).
- shape more place-specific, well-designed, livable and complete communities, and area-specific objectives and policy to address housing, daily needs, infrastructure and transportation.
- preserve and enhance the qualities that people love and cherish about their community.

Each of the local area plans will be supported by a Complete Community Assessment.

What is a Complete Community?

The complete communities concept is about living locally—giving people the ability to meet most of their daily needs with safe cycling, walking and local transport options. In a regional district, complete communities could be seen as the hubs that are part of a connected network. The creation of more complete communities may enhance “hub areas” with a range of needed services and amenities.

Most complete communities have several key elements:

- Diverse **housing** options
- Proximity of housing and employment to **daily needs**
- **Transportation** options
- Efficient use of **infrastructure**

Creating more complete communities works best when these elements are considered together. Assessing a community's completeness through mapping and analyzing these key elements and their relationship to each other can support advancing a community's identified goals.

Building on Previous Community Engagement

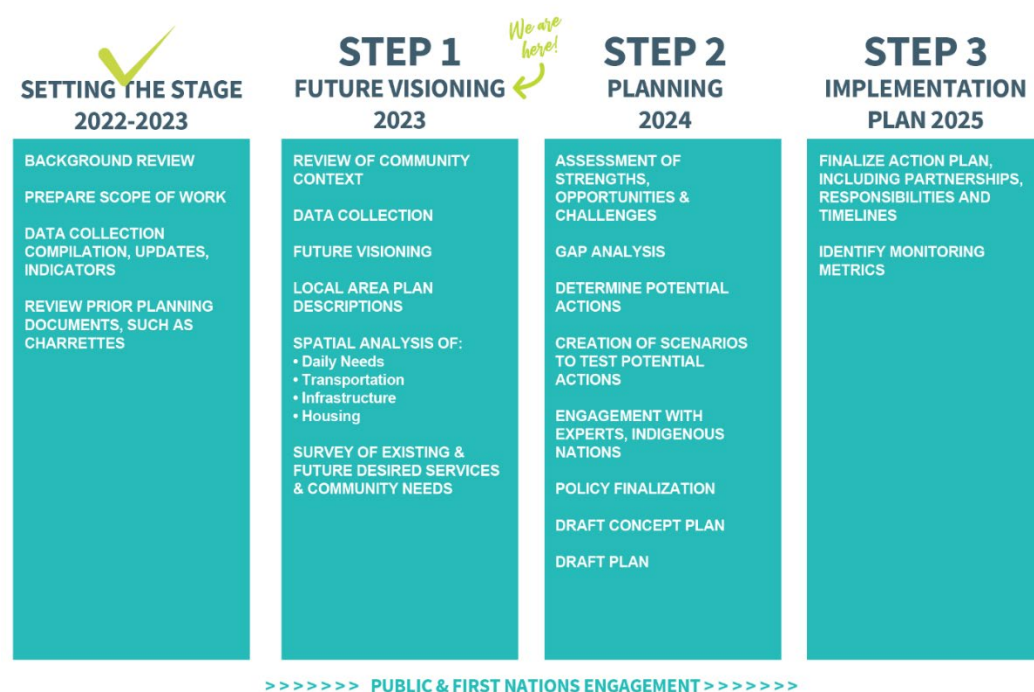
The upcoming Step 1 Visioning events build upon past engagement in the development of the OCP and local area plans, including:

- 2020 open houses with over 400 participants
- 2020 Community Circles with over 700 participants
- 2022/2023 Ideas Fairs with over 800 participants

How are the Local Area Plans being Developed?

The local area plans are being developed in three steps over the course of 2023–2025. These steps follow Setting the Stage preplanning work (see Figure 1).

Figure 1: Local Area Plan Development Timeline



Privacy Statement

Personal information is collected under Section 26 of the *Freedom of Information and Protection of Privacy Act* (FOIPPA) and is protected in accordance with FOIPPA. Personal information will only be accessed by authorized staff to fulfill the purpose for which it was originally collected or for a use that is consistent with that purpose. If you have any questions about the collection, use or disclosure of personal information associated with this platform, please contact the CVRD Information & Privacy Officer by legislative@cvrd.bc.ca or telephone at 250.746.2517.

Official Community Plan Goals

The draft OCP Bylaw 4373 goals are:

- Mitigate & Adapt to the Climate Crisis
- Manage Infrastructure Responsibly
- Make Distinct, Complete Communities
- Expand Mobility Options
- Protect & Restore Natural Assets
- Strengthen Local Food & Agriculture
- Enhance Regional Prosperity
- Improve Governance & Implementation

To what extent is your community making progress toward meeting the following OCP goals:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Mitigate & Adapt to the Climate Crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage Infrastructure Responsibly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand Mobility Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strengthen Local Food & Agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protect & Restore Natural Assets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance Regional Prosperity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve Governance & Implementation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cowichan Bay – Draft Future Vision

A future vision reflects an image of the future. An effective vision compels action because it is both inspirational *and* achievable.

Developed based on previous community input, a draft future vision for Cowichan Bay is:

In Cowichan Bay, we are stewards of a rich culinary, arts and maritime legacy. We cherish our cultural diversity, nurture our natural and built heritage, and savor the unhurried pace of life. Cowichan Bay is a place where nature and culture are intertwined, inspiring both residents and visitors to embrace a spirit of sustainable growth and community vitality.

To what extent do you agree with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The draft vision reflects my vision for the future of the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What do you like about the draft future vision for Cowichan Bay?

What could be added to or changed about the draft future vision for Cowichan Bay?

Design Charrette

In 2018, the community participated in the development of a design charrette, a collaborative process during which members of a community share their aspirations for the design of their community.

The Cowichan Bay Village Design Charrette's intention for the village was to retain and maintain the special culture of Cowichan Bay Village while enhancing the magic and weaving additional measures, in order to remain prosperous, livable and safe place.

Share Your Thoughts

To what extent do you agree with the following statement:

	Strongly disagree	Disagree	Unsure	Agree	Strongly agree
The intention of the Cowichan Bay Village Design Charrette reflects my intention for the future of the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What do you like about the Cowichan Bay Village Design Charrette intention?

What could be added to or changed from the Cowichan Bay Village Design Charrette intention?

Cowichan Bay – Draft Description

The draft local area description for Cowichan Bay is:

Cowichan Bay is a place to enjoy local food, wine, art and recreation. Its residents celebrate and steward the natural and cultural environment in a friendly, slow-paced community. Cowichan Bay is North America's first Cittaslow designated community, joining an international network of communities committed to building relationships and enjoying a quality of life blessed with quality spaces, historic buildings, farms, nature and unspoiled landscapes.

Cowichan Bay village is located on the edge of the ocean. The colourful presence of stilt homes, wharfs and house boats define the transition between the land and water. Cowichan Bay village remains a working marine community, as evidenced by numerous fishing boats and a growing eco-tourism sector. Residential neighbourhoods above the waterfront enjoy ocean views, with Mt. Prevost and Mt. Tzouhalem as background anchors. As identified in the Cowichan Bay Village Design Charrette, the community seeks to celebrate, protect and enhance the unique character of Cowichan Bay long into the future. Cowichan Bay is a Dark Sky community, seeking to preserve and protect dark skies through responsible lighting policies.

At the outlet of the Koksilah and Cowichan Rivers, the Cowichan estuary is a defining feature of Cowichan Bay. The Cowichan River is a designated heritage river, and its estuary is recognized as one of the world's most biologically important areas for fish, waterfowl and wildlife.

Lands within the plan area are within the traditional territory of First Nations represented by the Hul'qumi'num Treaty Group: Cowichan Tribes, Penelakut Tribe, Halalt, Lyackson and Ts'uubaa-asatx First Nations.

The local area plan boundary encompasses the area from Hecate Park in the northeast to Fairbanks and Cherry Point Road to the southeast, and Telegraph Road to the southwest. It includes all land in the proposed growth containment boundary, as defined and mapped by the draft Official Community Plan, but also extends south to include Kingscote Road residential area and the area near Bench Elementary School. Cowichan Tribes are respected neighbours, with reserve land bordering the local area plan east and west of the village. This plan area covers approximately 455 hectares (1,124 acres).

To what extent do you agree with the following statement:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The draft description describes my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What do you like about the Cowichan Bay draft description?

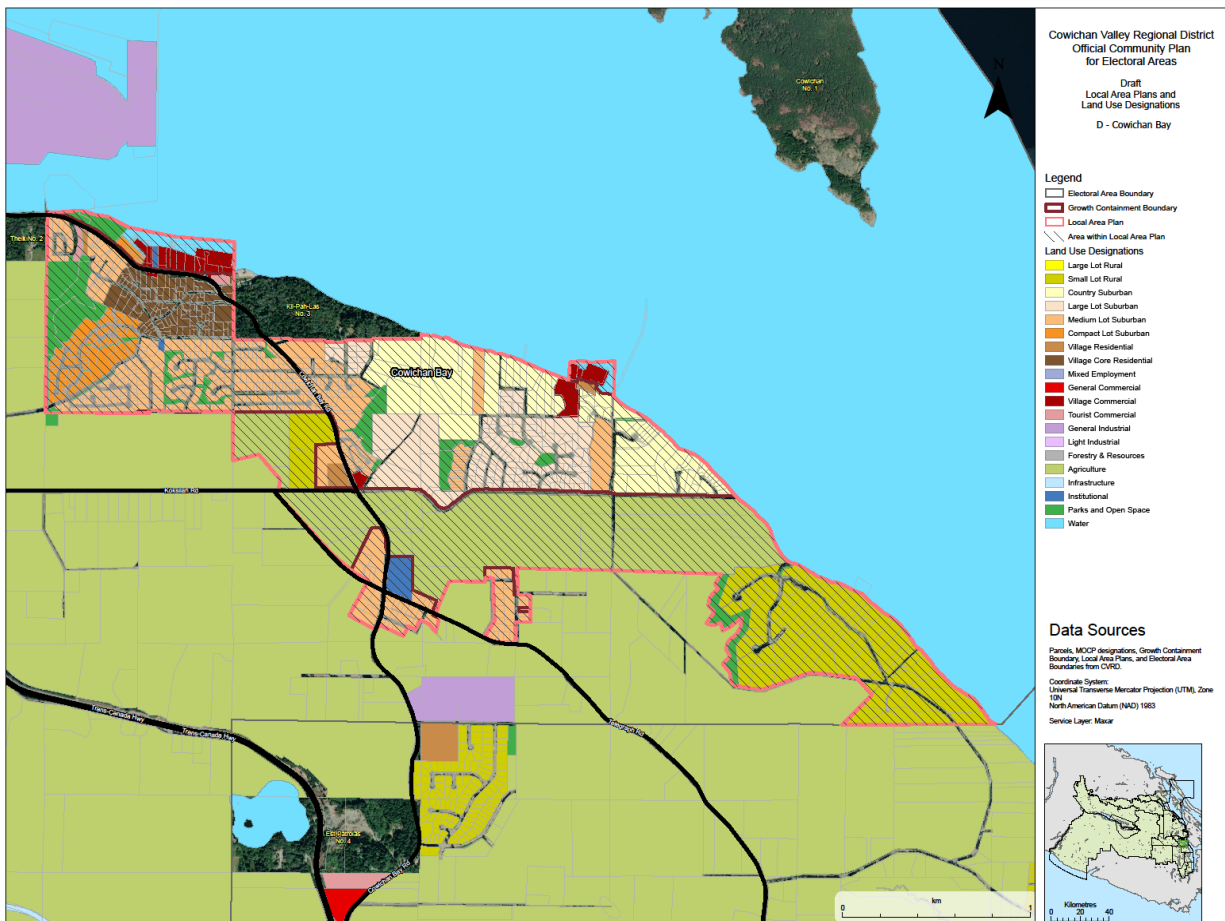
What could be added to or changed about the Cowichan Bay draft description?

Complete Communities

To further our understanding of complete communities, local area concept plans are being developed to consider existing context and desired future scenarios related to the interrelated components of housing, daily needs, infrastructure and transportation.

Community preferences, provided by completing this survey, are key to understanding the current strengths and challenges and exploring different actions and scenarios for creating more complete communities in the future.

A draft map of your local area plan with land use designations is shown below to help visualize your community.



Housing

A more complete community can better support the housing needs of everyone who chooses to live there through varied housing types and tenures; for people of different incomes, family sizes and ages; and for people at all stages of life. When diverse housing types and tenures are located in proximity to amenities and services, people of a range of incomes, family sizes, ages and stages of life can benefit from having their daily needs met close to where they live.

How important are the housing types listed below to the future of your community? Note, the housing types listed below are based on census categories. [Rank 1 most important – 7 least important. Rank all options or only your preferred.]

	Rank in order of importance
High-rise apartments (six storeys or more)	—
Low-rise apartments (five storeys or less)	—
Mobile homes	—
Secondary suites	—
Semi-detached houses (duplexes, triplexes, fourplexes)	—
Single detached	—
Townhouses or rowhouses	—

How important are the following housing tenures to the future of your community? [1 most important – 5 least important. Rank all options or only your preferred.]

	Rank in order of importance
Rental	—
Ownership	—
Cooperative	—
Housing for older adults (defined as 65+)	—
Assisted living housing to support people with social and physical barriers	—

Are there other considerations for housing that are important to the future of your community?

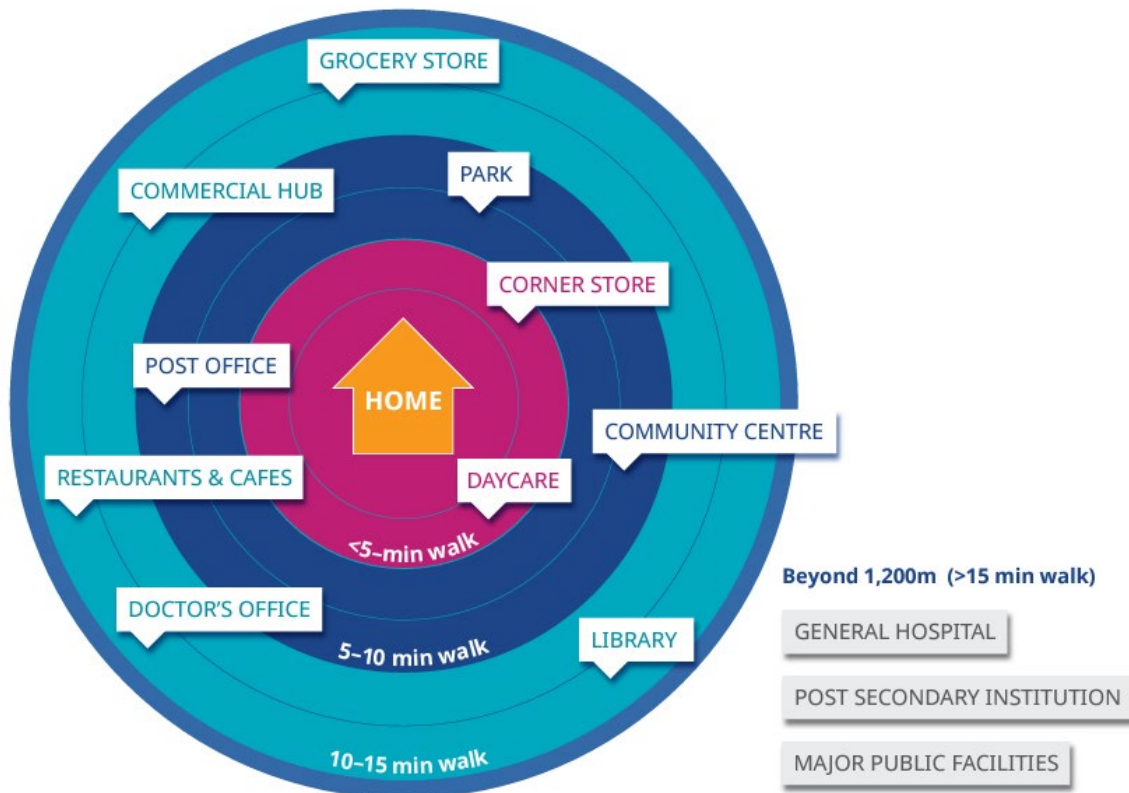
Daily Needs Amenities

Complete communities have proximity of housing and employment to amenities people can access to meet their daily needs, which may include local health facilities, schools, grocery stores and parks or greenspace. In rural communities, increasing access to daily needs amenities might mean adding to existing hubs so more people can meet their daily needs in one place or within a short distance of other amenities, even if they need to cycle, drive or take transit from their home to the hub.

Not every destination needs to be within walking distance for all residents. Some destinations, like post-secondary institutions, sports arenas or hospitals, have larger service areas. Ideally, these destinations are accessible by cycling and transit and situated in hubs with other amenities to increase transportation viability and options for residents of all ages and abilities.

Figure 2 provides examples of travel distances to daily needs in more urban centres. Note that children, older adults and people with reduced mobility typically have slower walking speeds. CVRD communities are noted to have semi-urban and rural character. Complete communities could include travel distances between semi-urban and rural areas.

Figure 2 – Examples of Travel Distances to Daily Needs Amenities in Urban and Semi-Urban Centres



What services or amenities to meet daily needs do you currently have access to within your community or an adjacent community? [check all that apply]

- Commercial hub ☐
- Community centre ☐
- Corner store ☐
- Daycare ☐
- Doctor ☐
- Greenspace ☐
- Grocery store ☐
- Health facilities ☐
- Library ☐
- Office ☐
- Park ☐
- Post office ☐
- Restaurants and café ☐
- Other (please specify) ☐

What are the current challenges to accessing daily needs amenities in your community?

What services or daily needs amenities should be accessible in the future? [check all that apply]

- | | |
|--|---|
| Commercial hub <input type="checkbox"/> | Park <input type="checkbox"/> |
| Community centre <input type="checkbox"/> | Post office <input type="checkbox"/> |
| Corner store <input type="checkbox"/> | Restaurants and café <input type="checkbox"/> |
| Daycare <input type="checkbox"/> | Other (please specify) <input type="checkbox"/> |
| Doctor <input type="checkbox"/> | |
| Greenspace <input type="checkbox"/> | |
| Grocery store <input type="checkbox"/> | |
| Health facilities <input type="checkbox"/> | |
| Library <input type="checkbox"/> | |
| Office <input type="checkbox"/> | |

Infrastructure

Infrastructure is required to deliver services, such as water, sanitary, stormwater, solid waste and transportation, to every community. Decisions about where and how a community grows, where important facilities are built and how people move around have implications for the infrastructure needed and the costs to construct and sustain it. Creating complete communities involves considering how to efficiently use land and infrastructure.

If service needs and associated infrastructure costs are not understood or adequately planned for, decisions can result in high upfront, ongoing and decommissioning costs, in addition to environmental costs (e.g., materials, energy and increased GHG emissions) that are needed to sustain and deliver services.

The CVRD currently manages and operates various infrastructure systems across the Cowichan Valley's electoral areas, including 21 water systems and 16 sewer systems. The CVRD's water and sewer utilities serve a range of 30 to 900 households, which is very small in comparison to typical small local government utility systems that may serve approximately 10,000 households.

What are the strengths and/or challenges with the existing water infrastructure in your community?

How important are each of the following to the future of your community? [Rank: 1 most important – 2 least important. Rank all options or only your preferred]

	Rank in order of importance
Water Infrastructure	___
Sewer Infrastructure	___

Transportation

More complete communities facilitate travel by walking, cycling, transit and emerging modes of transportation, including micro-mobility and shared mobility. Creating a more complete and connected multi-modal transportation network provides people with a range of options to meet their daily needs. This can reduce reliance on motor vehicles, which helps achieve mode shift and transportation related GHG reduction outcomes. It is important that these options are safe, convenient and accessible for people of all ages and abilities.

Note: The Ministry of Transportation and Infrastructure is responsible for roads and BC Transit is primarily responsible for transit.

Please rank which modes of transportation you currently rely on most? [Rank: 1 most relied – 6 least relied. Rank all options or only your preferred]

	Rank in order of your reliance
Bike	___
Car/van/truck (driver)	___
Car/van/truck (passenger)	___
Public transit	___
Walk	___

How important are each of the following modes of transportation to the future of your community? [Rank: 1 most important – 6 least important. Rank all options or only your preferred.]

	Rank in order of importance
Bike	___
Car/van/truck (as a driver)	___
Car/van/truck (as a passenger)	___
Public transit	___
Walk	___

In terms of transportation, what else is important to the future of your community?

Final Comments

Do you have any other comments or ideas?

Thank you for your input!

Your responses to the survey and feedback received at the Ideas Fairs will be shared in the Local Area Plan Step 1 Visioning *What We Heard* report, which will be available by the end of 2023. We look forward to your participation in Step 2 Planning in late Spring 2024.

Visit planyourcowichan.ca for more information and ongoing project updates.