



LOCAL AREA PLAN Step 3 Implementation
Engagement & Consultation Plan
Winter/Spring 2025

DRAFT

Purpose

This is an engagement and consultation plan for Step 3 – Implementation in the development of the Local Area Plans, Schedule B of the Official Community Plan for the Electoral Areas Bylaw No. 4373 (OCP).

Goals

- 1. Build strong inclusive relationships.
- 2. Build community understanding of land use planning.
- 3. Partner with First Nations in the pursuit of shared objectives.
- 4. Create local area plans consistent with the vision of the OCP.

Vision: Surrounded by thriving natural environments and farmlands, the Cowichan Valley is a collection of vibrant and distinct communities.

Principles

- Open** | Be willing to listen and explore new ideas.
- Inclusive** | Equitably incorporate diverse people, voices, ideas and information.
- Prepared** | Ensure the design, organization and process serve a clearly defined purpose.
- Transparent** | Be clear and honest about the process.
- Collaborative** | Encourage participants to work together to advance the common good.

Background

The Cowichan Valley Regional District (CVRD) is developing Local Area Plans (LAPs) for the following areas:

- Area A Mill Bay
- Area B Shawnigan Lake
- Area C Cobble Hill
- Area D Cowichan Bay
- Areas D/E Eagle Heights/Koksilah Business Park
- Area F Honeymoon Bay/Mesachie Lake/Paldi
- Area G Saltair
- Area H Diamond
- Area I Youbou/Meade Creek

Local Area Plans build upon the vision, objectives, and policies in OCP Schedule A. LAPs, which form Schedule B of the OCP, are planning documents that provide greater detail on growth management for communities and area-specific objectives and policies to address daily needs, infrastructure, transportation and housing. LAP boundaries are generally aligned with growth containment boundaries. These plans help shape growth in a way that contributes to more place-specific, well-designed and livable communities.



The local area planning process includes three steps:

- Step 1 Visioning
- Step 2 Planning
- Step 3 Implementation.

This Engagement & Consultation (E&C) plan is for LAP Step 3 - Implementation.

Engagement to Date

Community engagement in the development of the OCP has been ongoing since 2020. Most recent engagement highlights include Local Area Plan Step 1 Visioning facilitated workshops and survey (winter 2023) – 18 workshops in 8 communities, 400 in person participants, 200 completed surveys.

Step 2 engagement is planned for June 2024 with 9 electoral area Advisory Planning Commissions (APC) to consider two reports: 1) Local Area Plans Areas Profile, 2) Alternate Futures Report.

Ideas Book

The Ideas Book is a living document that captures and celebrates the community's contribution to the OCP. The Ideas Book is a critical piece of community engagement, as it reports back to the community on how their ideas are reflected into the OCP policies and objectives.

The Ideas Book was created as a collection of community ideas and has been updated to reflect community comments from the Fall 2023 engagement. The Ideas Book is posted on [PlanYourCowichan](https://www.planyourcowichan.ca/ideas-book).

Figure 1 Ideas Book



Complete Communities

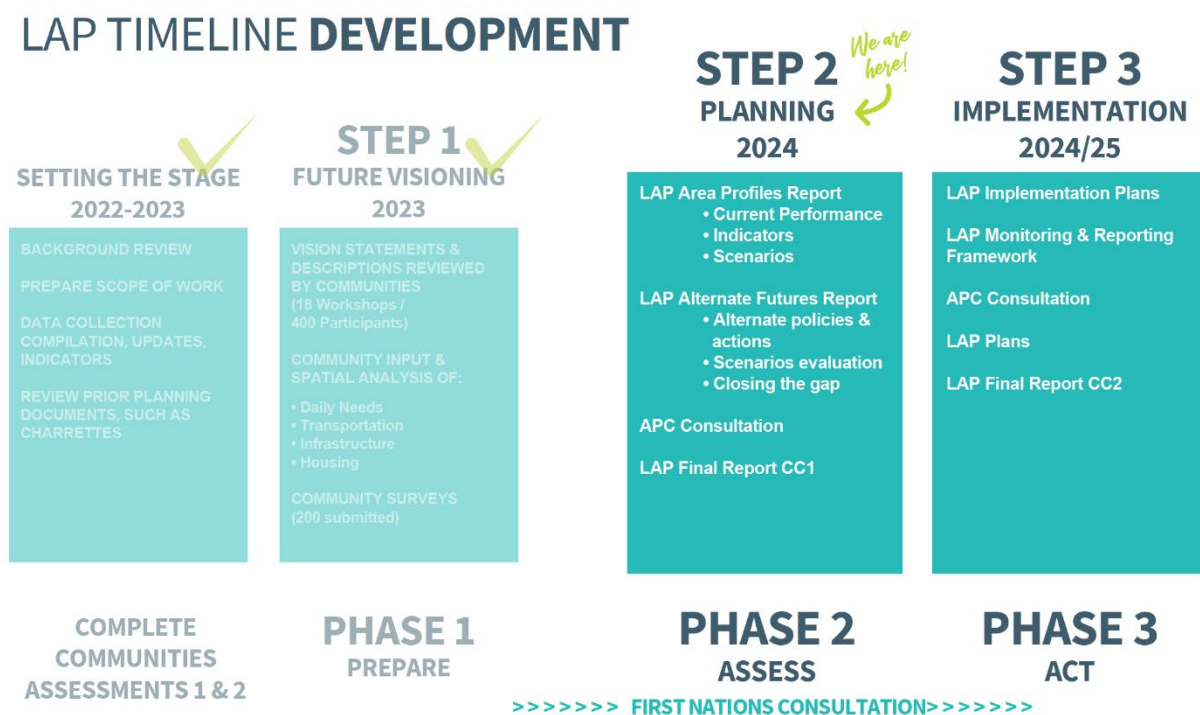
The CVRD has been successful in receiving two grants from the Union of BC Municipalities (UBCM) to prepare complete communities assessments for the LAPs. Complete communities have several key elements:

- Diversity of housing options
- Proximity of housing and employment to daily needs
- Transportation options
- Efficient use of infrastructure.

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.

This work involves three phases, which correlate with Steps 1, 2, 3 of the LAP processes. See Figure 2 – Local Area Plans Timeline Development.

Figure 2 - Local Area Plans Timeline Development



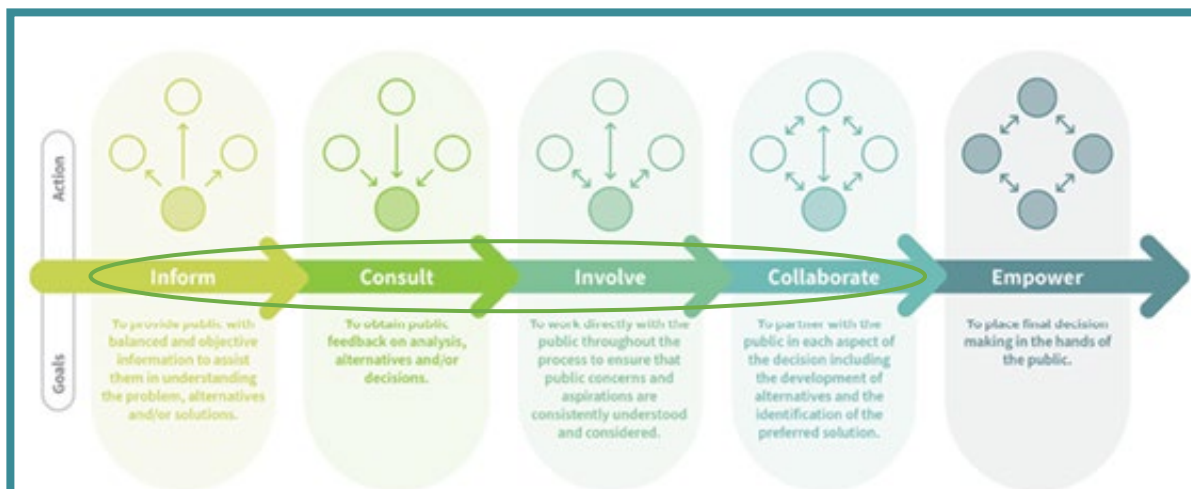
Public Engagement Spectrum

The International Association of Public Participation (IAP2) engagement framework has informed the Engagement and Communications Plan to align the approach with best practices.

The level of engagement for Step 3 engagement activities are INFORM, INVOLVE, CONSULT and COLLABORATE as identified in Figure 3. IAP2 Engagement Spectrum.



Figure 3. IAP2 Engagement Spectrum



Legal Requirements

Under the *Local Government Act*, there are legal requirements for public consultation for OCP creation and/or amendments. As the Local Area Plans are included in the OCP as Schedule B, the engagement process adheres to section 475 of the *Local Government Act*.

First Nations Engagement

Requirement to Consult

The *Local Government Act* (s. 475) requires that local governments consult with First Nations on the development of an official community plan. There is also a duty to consult and meaningfully engage with First Nations based in the spirit of reconciliation, and in acknowledgement of Truth and Reconciliation 94 Calls to Action, the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the *Declaration on the Rights of Indigenous People Act* in BC (DRIPA).

First Nations Consultation

All First Nations with reserve land or territorial interests in the CVRD have received written letters and follow up phone calls advising of the OCP project and to welcome further engagement. The Complete Communities grant provides funding to support meaningful engagement with First Nations, cultural leaders and knowledge keepers. Malahat Nation and Ts'uubaa-asatx Nation provided letters of support to participate in the Complete Communities assessment. In person meetings to present findings of Step 2 scenario assessments are planned for June 2024. A subsequent round of meetings for Step 3 Implementation is planned for Winter 2024/2025.

Equity Denied Populations and Stakeholders

As part of the interim Housing Needs Assessment for the OCP, an engagement event with stakeholders including those who provide support to youth, Indigenous communities and equity denied populations is planned for June 2024. This provides opportunity to inform Step 2 and 3

LAP development. Engagement with the following community stakeholders is proposed:

- BC Housing - social/affordable housing provider
- M'akola Housing Society - Indigenous housing provider
- Cowichan Independent Living Resource Centre - service provider for individuals with disabilities
- Habitat for Humanity - affordable housing provider
- Cowichan Intercultural Society - service provider for immigrant communities
- Cowichan Women Against Violence Society - service provider for women who have been affected by abuse
- Cowichan Youth Services - service provider for youth
- Discovery Youth and Family Substance Use Services - service provider for youth struggling with substance use.

LAP Step 3 Implementation - Engagement

The primary purpose of Step 3 engagement is to share and invite feedback on nine draft local area plans, including implementation plans and monitoring and report framework.

Broad community engagement events are not planned for Step 3 due to the observable engagement fatigue developing over the course of the OCP project. However, draft Local Area Plans will be posted on PlanYourCowichan for public review and comment.

Step 3 Deliverables:

1. Implementation Plans

(November 30 2024)

- Identification of a range of actions in alignment with community goals and as a result of assessment and scenario development (completed during Steps 1 & 2).
- Prioritized actions to support decision making.
- Identification of implementation tools (zoning, partnerships, etc.) resource requirements, gaps and potential sources.
- Identification of implementation leads and timelines for each action, ideally in alignment with existing parallel processes (the comprehensive zoning bylaw, as an example).

2. Monitoring and Reporting Framework

(November 30 2024)

- Identify monitoring metrics aligned with available resources and OCP goals.
- Identify monitoring framework including reporting frequency.

3. Draft Local Area Plans

(January 15 2025)

- Nine draft local area plans, including visions, descriptions, history and heritage, policies and concept maps. Draft local plans will include implementation plans and monitoring and reporting framework.



LAP Step 3 Implementation Plan - Communication

The proposed communication plan for Step 3 is directed at two audiences: APCs and the general public. The overall communications campaign is reduced relative to previous communication campaigns, however the communication methods selected have proven most effective during past engagement.

Advisory Planning Commission

[Direct emails](#)

Direct emails will be used to share information.

General Public

[Project Website](#)

The [PlanYourCowichan](#) engagement platform hosts the draft local area plans and background content including the [Engagement Backgrounder](#). It is a collaborative site where residents can view the plan and submit online comments.

[E-Blasts](#)

Email notifications will be sent to the PlanYourCowichan distribution list.

[Social Media](#)

Reels and posts will be used, building on successful past social media campaigns. to let the public know that draft local area plans are available for viewing.

[Print Media](#)

A selection of print media that have distribution in the electoral areas.

Reporting on Engagement

A summary and evaluation of the LAP Step 3 will be reported to EASC.
The report and updated Ideas Book will be posted on PlanYourCowichan.

