



MOCP Engagement & Consultation Plan

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 and joint ventures.
4. Create a regional vision.

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 an Official Community Plan for the electoral areas. This work involves the harmonization and then the modernization of seven electoral area official community plans and eight zoning bylaws to create one Official Community Plan for the Electoral Areas (including complementary local area plans) and one zoning bylaw for the following nine electoral areas:

- Area A - Mill Bay / Malahat
- Area B - Shawnigan Lake
- Area C - Cobble Hill
- Area D - Cowichan Bay
- Area E - Cowichan Station / Sahtlam / Glenora
- Area F - Cowichan Station / Sahtlam / Glenora
- Area F - Cowichan Lake South / Skutz Falls
- Area G - Saltair
- Area H - North Oyster / Diamond
- Area I - Youbou / Meade Creek

Currently, the Cowichan Valley Regional District has official community plans for each of the nine electoral areas, A through I. While the land use policy indicated in all of the plans is generally similar, the bylaws were drafted at different times and use different language. To provide greater consistency and clarity regarding land use policy, the Regional Board authorized the replacement of these plans with a single Official Community Plan for the Electoral Areas. This work is being approached in two phases:

Phase I Harmonization

Harmonization of the seven electoral area official community plans into one Official Community Plan for the Electoral Areas (Bylaw No 4270).

Phase II Modernization

Modernization of the Official Community Plan for the Electoral Areas (Bylaw No 4373) and modernization of the eight electoral areas zoning bylaws into one Zoning Bylaw for the Electoral Areas.

Bylaw 4270 Engagement

Bylaw 4270 had extensive review by the Electoral Area APCs over a two-year period. Open houses were held in February 2020 and saw 602 participants! The Bylaw was referred in December 2020 to the electoral areas APCs for a second time, CVRD departments, First Nations and external agencies. Given the results of the open houses, and the confirmation by most electoral area APCs over a two-year period that Bylaw 4270 is generally consistent with existing electoral area official community plans, and with limitations in the harmonization scope to advance further, development on bylaw 4373 commenced.

In the initial phase of engagement, participants expressed a strong desire to participate in a more personalized way. Specifically, participants expressed interest in online questionnaires and opportunities to talk in small groups. There was a strong preference for holding events in each electoral area. There was also an interest in targeted events to ensure representation from different demographics, specifically youth. The results of this initial engagement now shape this current engagement strategy and how the CVRD will continue to engage residents in the HOPC and MOCP process.

Bylaw 4373 Early Development

Policy papers for Bylaw 4373 have been drafted. In addition, short Q&As will be prepared for circulation on each policy area. The backgrounders are an introduction to specific goals and corresponding objectives for each of the 8 MOCP policy areas and will be provided to all community circle participants. The policy areas include:

- I. Manage Infrastructure Responsibly
- II. Make Distinct, Complete Communities
- III. Expand Mobility Options
- IV. Protect & Enhance Natural Assets
- V. Strengthen Local Food & Agricultural Systems
- VI. Enhance Regional Prosperity
- VII. Mitigate & adapt to the Climate Crisis
- VIII. Improve Governance & Implementation

Engagement Considerations

In our current context, the CVRD is considering engagement preferences while also designing an engagement strategy that is adaptable to the rapidly changing public health context, consistent with Provincial orders limiting the size of gatherings and sensitive to the competing priorities that may impact resident participation in engagement activities held during this time. The following table summarizes some risks and opportunities associated with this engagement process.

Risks	Opportunities
Limited participation due to lack of interest on the topic	We've created fun and engaging videos as a way to spread awareness on a variety of planning concepts
Limited participation due to engagement fatigue and competing priorities	Provide multiple options to get involved (including virtually)
Digital Divide	Provide opportunities for in person sessions within existing family/social groups and provide tools to support digital literacy and participation.
Lack of representation across different demographics	Intentionally target underrepresented demographics.

Legal Requirements

Local governments are required under Section 475 of the *Local Government Act* to follow a consultation plan when developing or amending an official community plan, and to hold a public hearing as well.

Consultation during development of official community plan

- 475 (1) During the development of an official community plan, or the repeal or amendment of an official community plan, the proposing local government must provide one or more opportunities it considers appropriate for consultation with persons, organizations and authorities it considers will be affected.
- (2) For the purposes of subsection (1), the local government must
- (a) consider whether the opportunities for consultation with one or more of the persons, organizations and authorities should be early and ongoing, and
 - (b) specifically consider whether consultation is required with the following:
 - (i) the board of the regional district in which the area covered by the plan is located, in the case of a municipal official community plan;
 - (ii) the board of any regional district that is adjacent to the area covered by the plan;
 - (iii) the council of any municipality that is adjacent to the area covered by the plan;
 - (iv) first nations;
 - (v) boards of education, greater boards and improvement district boards;
 - (vi) the Provincial and federal governments and their agencies.
- (3) Consultation under this section is in addition to the public hearing required under section 477 (3) (c).
- (4) If the development of an official community plan, or the repeal or amendment of an official community plan, might affect agricultural land, the proposing local government must consult with the Agricultural Land Commission.

First Nations

Under the *Local Government Act*, local governments are legally obligated to consult with First Nations, on the development of official community plans. For the purpose of consultation on the MOCP we have focused on the nine First Nations within CVRD's electoral areas:

- Cowichan Tribes
- Ditidaht First Nation
- Halalt First Nation
- Lyackson First Nation
- Malahat First Nation
- Penelakut Tribe
- Stz'uminus First Nation
- Ts'uubaa-asatx First Nation
- Pauquachin First Nation

Our intention is to create a meaningful opportunity to share the MOCP process and learn about respective First Nations land planning while building relationships. In order to do this effectively the CVRD will use the principles for building relationships identified by the Province in [*Building Relationships with First Nations: Respecting Rights and Doing Good Business*](#). The principles include; be respectful, engage early, be open and transparent, act with honour, listen and be willing to adapt if you can. A planning staff member will commence consultation staff-to-staff in September 2021 with each respective First Nation individually. This will build on previous referrals from the housing needs assessment reports and harmonized official community plan.

Engagement Activities

The following table summarizes engagement goals and activities by project phase. This plan was created to include best practices and models from the International Association for Public Participation (IAP2), and is consistent with the CVRD Public Engagement Strategy and Toolkit. Based on the IAP2 spectrum, the level of stakeholder and public engagement during the phases of engagement is; inform, consult and involve.

Phase	Goal	Communication & Engagement Activities
HOCP 2019 - 2021	<ul style="list-style-type: none"> Consult with First Nations Inform and involve the public Raise awareness of planning issues 	<ul style="list-style-type: none"> Virtual meetings with First Nations Launch project webpage Post cards to property owners Social media campaign Newspaper ads Open Houses PlaceSpeak questionnaire APC meetings
HOCP 2020 - 2021 (winter)	<ul style="list-style-type: none"> Consult with First Nations Inform and involve the public Report back on resultss of Phase 1 engagement (webpage) Publish policy papers (July 2021) Raise awareness of planning issues Raise awareness of jurisdictional differences and authority 	<ul style="list-style-type: none"> Virtual meetings with First Nations Referral to APCs, internal CVRD department and external agencies 'OCP Transect 2021' video goes live 'Community Circle' video (in draft) Social Media campaign (including new Instagram account @cvrdlanduse) Newspaper ads Radio ads (Juice FM)
MOCP 2022	<ul style="list-style-type: none"> Consult with First Nations Inform and involve the public Continue the discussions on planning issues and jurisdictional authority 	<ul style="list-style-type: none"> Virtual meetings with First Nations Social media campaign (including new Instagram account @cvrdlanduse) New policy videos Posters Community Circles Online Engagement (through Bang the Table!)

Engagement Evaluation

No public engagement process is perfect. We will continue to re-evaluate our engagement process throughout the duration of the project and learn from mistakes. The following will be used to measure the success of each activity and be used to report back on:

- Event feedback forms will be collected after each event asking participants to rate their overall satisfaction
- Participation rates - the number of event attendees and online engagement participants
- Web and social media analytics (e.g. number of visits, likes, shares or comments)

At the end of every phase of engagement we will publish a report on what we heard. This report will be posted to the project webpage including how the results helped shaped the next phase of the process.

Engagement Tools

Community Circles

Key Dates | Fall 2021 communication launch, winter 2022 January to March Community Circles begin

Community circles are small group discussions guided by a discussion toolkit. An explanatory video has been developed to aid community groups and provide consistent information. The CVRD will arrange one community group in each electoral area starting in January 2022 to discuss the MOCP Policy Papers. A second community group will be organized in each electoral area specific to the local area plans. Other community circles can be hosted by community volunteers organized and registered through the community planning division. All community circles must be registered through community planning (please email communitycircles@cverd.bc.ca). Facilitator training will be provided.

This tool allows community members to host their own conversations, by gathering with an existing group or bringing together a group based on shared geography or interest in a common topic. This activity will be supported by facilitation training workshops for conversation hosts, and a Community Circle Toolkit which will include MOCP policy area backgrounders, facilitator's instructions and a workbook to record the group's discussion. After hosting a session, facilitators will be able to email, mail or drop off completed workbooks. Staff will compile the comments and generate an 'ideas book' for consideration into the MOCP.

Bang the Table!

Key Dates | Building site summer 2021, ready for September 2021 launch

The Community Planning Division is very excited to be working with Bang the Table. The online engagement platform was founded in Australia and has offices around the globe, including Vancouver. Their goal is to bring democracy online by making it fun and easy to participate in local projects. Some tools you will see on the platform include; surveys, mapping, videos, FAQs, forums, idea pages, stories, polls, a guest book and much more! Furthermore, the platform will generate analytics to see how well we are engaging with our communities so we are better able to make changes where necessary. This platform will be replacing Placespeak.

Project Webpage

The existing CVRD website will be maintained and updated with relevant information, engagement opportunities and subsequent results of engagement. The website will also have a link to Bang the Table.

Newspaper Advertisements

Key Dates | Late fall 2021

Ads will be published in the [Cowichan Valley Citizen](#), [Chemainus Courier](#), [Ladysmith Chronicle](#), Valley Voice and South Cowichan Life Magazine encouraging folks to register for a community circle in their area. The ads will also include the web address to the projects webpage and CVRD social media accounts (the ads will be made available to Directors to share on their personal accounts).



Posters

Key Dates | Fall 2021

Posters designed by a local graphic artist will be placed in public spaces around the valley. The posters are meant to attract peoples attention and will feature the projects webpage, social media accounts and a brief intro to the project.

Radio Advertisements

Key dates | Late fall 2021

Radio ads will quickly introduce the harmonization project and the community circles and invite people to register for them by emailing communitycircles@cverd.bc.ca. [Juice FM](#) will be used as it reaches the entire region.

Social Media

Our social media strategy will include using [Facebook](#), [Twitter](#) and [Instagram](#). These accounts will be used to educate the public on the project, encourage their involvement and get people excited about whats happening. We encourage everyone to follow the Land Use Services Departments' Instagram account [@cverdlanduse](#).

All social media accounts will continue to be advertised on CVRD documents, website, and corporate email signatures. In addition, all Electoral Area Services Committee and CVRD Board meetings will be posted to our [Youtube channel](#).

Videos

We will continue to use the following videos developed for the HOCP engagement process to raise awareness of planning and development concepts and tell the story of the MOCP process. They include:

- [Harmonization to Modernization](#)
- [What is an OCP?](#)
- [What is Zoning?](#)
- [How does development work?](#)
- [Have you thought about the future of these places?](#)
- [A place we need to look after](#)
- [OCP Trasect 2021](#)
- Community Circles (in draft)
- Policy videos (Intended for Instagram highlights)

Deliverables

As mentioned above, staff will continuously evaluate and re-evaluate our engagement strategy. Updates will be provided upon request. The following are some of the deliverables to be expected from this engagement and consultation plan:

- Ideas Book | After the community circles have ended, and all of the feedback has been returned to staff, staff will assemble the content and create a document devoted entirely to the communities feedback. This book will help shape the MOCP.
- Summary of Engagement and Consultation with First Nations | A summary of our time with each First Nation will be provided.



Formal and Informal Referrals

Formal Referrals	Interests
Advisory Planning Committees (APC)	<ul style="list-style-type: none"> Various interests representing the 9 individual electoral areas
Agricultural Land Commission (ALC)	<ul style="list-style-type: none"> Preservation of agricultural land, farming in British Columbia
First Nations	<ul style="list-style-type: none"> Various interests
Ministry of Agriculture, Food and Fisheries	<ul style="list-style-type: none"> The production, marketing, processing and merchandising of agriculture and aquaculture products, food security, and supporting enhancement of wild fish populations
Ministry of Transportation and Infrastructure	<ul style="list-style-type: none"> Transportation, infrastructure, subdivision
Neighbouring Local Governments (City of Duncan, Municipality of North Cowichan, Town of Ladysmith, Town of Lake Cowichan, Islands Trust, Regional District of Nanaimo, Capital Regional District)	<ul style="list-style-type: none"> Various interests, including but not limited to; planning, growth containment boundaries, watershed planning, governance, environment, climate action, economy, tourism and community.
School District No. 68 & 79	<ul style="list-style-type: none"> Education, youth, community and transportation

Informal Referrals	Interests
BC Wildfire Service	<ul style="list-style-type: none"> Wildfire activity, prevention and safety
Cowichan Agricultural Society	<ul style="list-style-type: none"> Local agriculture
Cittaslow Cowichan	<ul style="list-style-type: none"> Local agriculture, quality of life and community
Cowichan Green Community	<ul style="list-style-type: none"> Food security
Cowichan Housing Association	<ul style="list-style-type: none"> Affordable housing, homelessness
Cowichan Land Trust	<ul style="list-style-type: none"> conservation and protection of natural areas
Cowichan Station Area Association	<ul style="list-style-type: none"> Enhance and protect the livability, sustainability, and cultural heritage of our area
Cowichan Tourism	<ul style="list-style-type: none"> Tourism
Cowichan Trail Stewardship Society	<ul style="list-style-type: none"> Trail networks, environmental impact, and tourism
Cowichan Watershed Board	<ul style="list-style-type: none"> Sustainable water management
Craft Cannabis Association of BC	<ul style="list-style-type: none"> Craft cannabis, agriculture and economy
Duncan Chamber of Commerce	<ul style="list-style-type: none"> Local businesses, economy and community
One Cowichan	<ul style="list-style-type: none"> Climate action
Shawnigan Basin Society	<ul style="list-style-type: none"> Conservation, preservation and recreation
Stay Cowichan (Bed & Breakfast Association)	<ul style="list-style-type: none"> Tourism

Consistency with CVRD Strategic Plan 2020 - 2022

The CVRD Strategic Plan is organized by themes and objectives. Action items are listed throughout each objective making it possible for the Board and Electoral Area Directors to achieve the objectives. The following are actions from the plan that will be realized through this plan and facilitated through the upcoming engagement process:

- 1.2) Advance community place-making initiatives
- 1.5) Develop through collaboration with First Nations and Municipalities a Regional Strategy on Food Security
- 4.2) Work with First Nations to identify and pursue opportunities to develop and/or complete multipurpose trails that connect and traverse jurisdictions
- 6.1) Encourage collaboration and coordination on the development of Official Community Plans, land use policies, and bylaws across Electoral Areas, Municipalities, and First Nations

Timeline	Summer 2021	Fall 2021	January - March 2022
Bang the Table			
Project Webpage			
Social Media			
Posters			
Newspaper Ads			
Radio Ads			
Community Circles			

Conclusion

Some of the most valuable information we can learn is the information offered by the community we live in. This engagement and consultation plan is our way of ensuring the communities have a voice throughout the modernization of the Official Community Plan. As we endeavour to make the first steps of this plan a reality, we encourage everyone to get involved and have their say. Whether we realize it or not, we are all affected by land use decisions every single day. The importance of this should not be understated and it is for this reason we are hopeful to hear from a diverse cowichan region.

We look forward to the next steps and hope to see you there.

“Community is much more than belonging to something; it’s about doing something together that makes belonging matter”

- Brian Solis (author)

