

# Salt Spring Official Community Plan and Land Use Bylaw Amendment Project

## Communications and Engagement Plan



McElhanney

*Islands Trust and Islands Trust Conservancy respectfully acknowledge that the lands and waters that encompass the Islands Trust Area have been home to Indigenous Peoples since time immemorial.*

*We are committed to reconciliation and to working together to preserve and protect this ecologically, culturally, and spiritually significant region in the Salish Sea.*

*The Islands Trust Area is located within the treaty lands and territories of the BOKEĆEN, Cowichan Tribes, K'ómoks, Lyackson, MÁLEXEŁ, Qualicum, scə́wa θən, sə́lilwətał, SEMYOME, shíshálh, Skwxwú7mesh, Snaw-naw-as, Snuneymuxw, Songhees, Spune'luxutth', STÁUTW, Stz'uminus, łə́əmen, Ts'uubaa-asatx, Wei Wai Kum, We Wai Kai, W JOŁEŁP, WSIKEM, Xeláltxw, Xwémalhkwi, Xwsepsum, and x<sup>w</sup>mə θ k<sup>w</sup>ə́əm First Nations.*

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# 1.Context

The Salt Spring Official Community Plan and Land Use Bylaw Amendment Project will be informed by an engagement program built on trust and recognition that community on Salt Spring Island centres much of the island's current and future.

This Engagement Plan dovetails with a corresponding Work Plan, to provide an outline of the process that will be used to capture and describe how the community intends to grow and evolve. It outlines how the project team will generate awareness of the process, when opportunities for community input will occur, and how findings will be processed and synthesized to draft policy.

The project team is aware that the Policy Statement Amendment project will also be engaging with the Salt Spring Island community and will work with Islands Trust staff to coordinate engagement and reduce the possibility of confusion between the two projects.

## 1.1. Background

This Engagement Plan builds on preliminary engagement visioning described in the 2024 Salt Spring Island OCP-LUB Update Community Engagement and Communications Strategy.

To further inform the engagement process, the Project team engaged with Islands Trust staff and Project Advisory Planning Commission (PAPC) members. Islands Trust also provided informational documents that helped to shape the engagement approach and lenses of reconciliation and equity.

## 1.2. Process

**Phase 1 Engagement** occurs early in the project process (September – October 2025) through targeted community visioning to form the basis for initial OCP development. This phase is about listening and gathering grounded input to shape the early direction of the OCP. Rather than starting with policy, we set out to help everyone in the community understand the role of an OCP, the update process, and why their participation is so important. We will pose visioning questions that invite reflection on the community’s future, such as: What kind of community do Salt Spring Islanders want to live in? What needs to be protected, supported, or changed?

This phase will surface core values, shared priorities, and identify nuance through targeted conversations with residents, interest groups, and underrepresented voices. We aim to capture a range of lived experiences that reflect the full diversity of the community. We know this process will capture strong and sometimes opposing views. Our role is not to average them out, but to listen closely, to identify patterns, and to understand the deeper values behind what people share. The Project team will analyze and synthesize input from Phase 1 Engagement to produce a Summary of Engagement Findings Report that will form the foundation for draft policy directions and guide the tone and focus of the OCP moving forward.

**Phase 2 Engagement** follows spatial modelling, analysis, and policy drafting. The goal of this phase is to mobilize draft core OCP components with a view to validating and refining draft content through targeted community input (early to mid-2026). The project team will design activities to build upon established momentum and relationships from earlier phases. Communication in this phase includes supporting community understanding of how contributions from Phase 1 Engagement have shaped policy direction and further engagement opportunities. The project team will collect feedback and move from draft to complete policy. Public information sessions will be held in early-mid 2026 to share draft policy framework and gather feedback for further refinements, with later opportunities to share the final policy framework with the community and provide an opportunity for contributors to see how their input looks in the final product. Dates for Phase 2 engagement are flexible to adapt to the Phase 1 engagement outcomes, with the aim of initiating the formal OCP adoption process later in 2026.

**Phase 3 Engagement** follows the completion of the OCP and directs public attention to Land Use Bylaw (LUB) themes (late 2026). The project team will guide the public from thinking about broad community priorities toward more detail focused engagement to shape land use regulations. We will help to connect the dots between the high-level ideas to practical land use policies that influence day-to-day life on Salt Spring Island.

Throughout the entire planning process, the project team will maintain close coordination with the ongoing Islands Trust Policy Statement amendment project to ensure that Salt Spring Island's OCP and LUB amendments remain directionally aligned with evolving Trust-wide policy directions and strategic objectives. The Policy Statement serves as the overarching framework that guides all local planning decisions across the Islands Trust Area, and as amendments to this foundational document progress through their own development and approval process, our team will regularly review emerging policy directions to ensure compatibility and consistency with the OCP and LUB update project on Salt Spring Island. This parallel tracking approach will involve periodic check-ins with Islands Trust staff responsible for the Policy Statement amendments, review of draft policy language as it becomes available, and adjustments to Salt Spring's engagement framework where necessary to maintain alignment with Trust-wide goals related to housing, environmental protection, climate resilience, and reconciliation with First Nations. By maintaining this ongoing coordination, the project ensures that Salt Spring's planning documents will seamlessly integrate with the broader Islands Trust policy framework upon adoption, avoiding potential conflicts or inconsistencies that could complicate implementation and ensuring that local planning decisions support the collective vision for preserving and protecting the Trust Area while addressing critical housing needs.

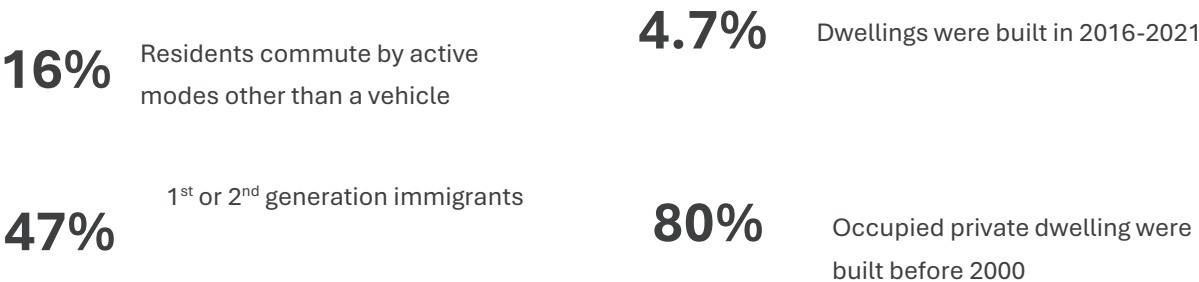
### **1.3. Key Audiences**

The Salt Spring Island community has a strong culture of civic participation, with many residents deeply engaged in local decision making and who offer informed perspectives and lived experience in specific areas of community life to the process. Building on that foundation, the project process creates an opportunity to broaden the conversation and to specifically reach out to include people whose perspectives and experiences may not always be reflected in formal engagement channels. By intentionally reaching out to a wide cross section of the community, we can build policy that reflects both depth and breadth of local knowledge, and the full range of lived experience. This approach helps to shape policies that are relevant, inclusive, and responsive to how people live and work throughout the community today.

The Project Team will design engagement activities to intentionally include younger adults, renters, people balancing full time work, shift schedules, or multiple jobs, and those whose care giving commitments, or schedules make it harder to participate through traditional engagement channels. We also seek to create a process that is inviting and supportive to participants from, but not limited to, indigenous communities, racialized groups, newcomers, people with diverse access needs, those experiencing economic or social marginalization, and 2SLGBTQ+ community members.

### 1.4. Community Profile

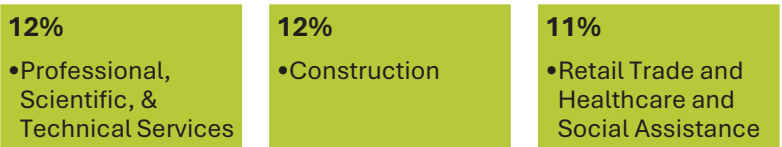
The demographic profile will further help shape our communication and inclusion strategy and inform some of the questions that we ask community members during the engagement processes. All data is collected from the Statistics Canada Census, 2021.



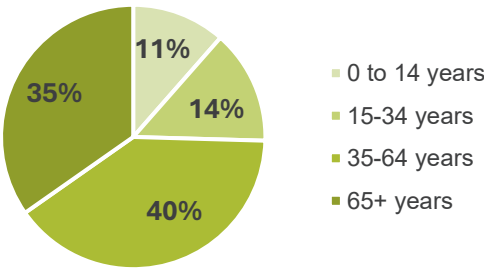
### Employment and Labour Force



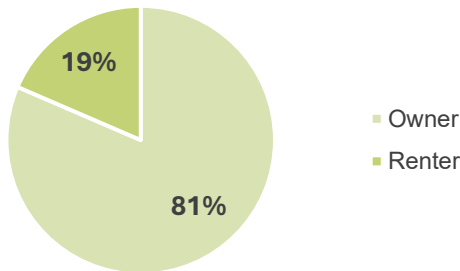
### ...most common employment sectors



### Age Characteristics



### Home Ownership vs Renters



## **1.5. Equity & Accessibility Engagement Philosophy**

Equity is about supporting participation from everyone – regardless of background, identity, or circumstance – in processes that shape the future of their community. We are committed to delivering engagement process and planning policies that actively seek out and incorporate diverse voices, particularly those who are likely to be underrepresented. We try to identify and remove barriers, meet people where they are and provide additional supports so that everyone has the opportunity to participate in the process. Engagement is continuously monitored so that, where gaps are evident, we adapt our outreach and methods to actively bring those voices forward.

We value inclusivity in all aspects of our work. Our philosophy is to design and present information and engagement opportunities for the broadest possible range of participants, including people with accessibility needs. Accessibility needs and experiences vary by person and not all tools can be made accessible in all ways, so we offer multiple ways to participate to meet a range of needs. This includes providing materials in plain language, offering multiple ways to participate (such as online, in-person, and written formats), and accommodating individual accessibility needs when identified or requested. We work with participants to determine what supports are required and adjust our process to make sure everyone can engage meaningfully. We also learn from feedback from participants and adjust our approach to future phases of engagement to support participation wherever possible.

Our methodology is designed to ensure that the data we collect reflects the diversity of the community. We track participation and we monitor input throughout the process to identify imbalances early. This allows us to take corrective actions such as targeted outreach or additional engagement opportunities—so that perspectives that may otherwise be missed are heard and reflected in the outcomes.

Once data is collected, we apply an equity lens to analysis by examining whose voices are represented, how perspectives align or diverge, and what adjustments may be needed to ensure meaningful consideration. This approach supports recommendations that reflect a balanced, inclusive picture of community perspectives, rather than amplifying only the most dominant voices. We encourage equity in decision making by integrating diverse perspectives into policy recommendations and long-term visioning.

## **1.6. Engagement with Indigenous Nations**

The Project team will prepare communications and engagement materials to support the Islands Trust in their work with First Nations. Islands Trust will share the outcomes of their work with First Nations with the Project Team to inform policy directions in the OCP update.

In addition to the engagement being carried out by the Islands Trust, the Project team is committed to an engagement process that values and incorporates Indigenous voices, perspectives, and knowledge. The process will be designed to be safe, welcoming, and inclusive, supporting participation in ways that respect diverse experiences and ways of knowing.

## **1.7. IAP2 & The Engagement Code of Ethics**

As a baseline, the Project Team adheres to the International Association for Public Participation (IAP2) Code of Ethics when designing and implementing engagement strategies. The team values upholding the Code of Ethics and allows the code to guide our decision making throughout the engagement process. The IAP2 Code of Ethics emphasizes equitable representation, trust, transparency, respect, advocacy, and the importance of honouring commitments.

The Engagement Plan for Salt Spring Island reflects the IAP2 Code of Ethics principles and strives to incorporate the interests and concerns of all community members and to meet the needs of the decision-making body.

At each stage of the engagement process, we will share clear information about where the project stands and how input will shape the next steps. People will have opportunities to be informed, share their views, and take part in dialogue – through in person and virtual options.

## CODE OF ETHICS

IAP2 Federation's Code of Ethics is a set of principles that guides us in our practice of enhancing the integrity of the public participation process. As practitioners, we hold ourselves accountable to these principles and strive to hold all participants to the same standards.

### 1. PURPOSE

We support public participation as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body.

### 2. ROLE OF PRACTITIONER

We will enhance the public's participation in the decision-making process and assist decision-makers in being responsive to the public's concerns and suggestions.

### 3. TRUST

We will undertake and encourage actions that build trust and credibility for the process among all the participants.

### 4. DEFINING THE PUBLIC'S ROLE

We will carefully consider and accurately portray the public's role in the decision-making process.

### 5. OPENNESS

We will encourage the disclosure of all information relevant to the public's understanding and evaluation of a decision.

### 6. ACCESS TO THE PROCESS

We will ensure that stakeholders have fair and equal access to the public participation process and the opportunity to influence decisions.

### 7. RESPECT FOR COMMUNITIES

We will avoid strategies that risk polarizing community interests or that appear to "divide and conquer."

### 8. ADVOCACY

We will advocate for the public participation process and will not advocate for interest, party or project outcome.

### 9. COMMITMENTS

We ensure that all commitments made to the public, including those by the decision-maker, are made in good faith.

### 10. SUPPORT OF THE PRACTICE

We will mentor new practitioners in the field and education decision-makers and the public about the value and use of public participation.



Figure 1: International Association for Public Participation Code of Ethics

## 2.Engagement Roadmap

Table 1 outlines the awareness building and engagement methods that the project team will use for each phase of engagement to create a process that is accessible, locally relevant, and tailored to the unique dynamics of island life.

The Project team will identify and make the most of opportunities to cross-market engagement opportunities and share information about when and how community members can participate. For example, we will include event dates and links to the survey on informational posters.

Table 1 – Awareness Building & Engagement Methods

Phase 1 McElhanney Led Engagement September 8 <sup>th</sup> – Oct. 24 <sup>th</sup>				
Phase	Dates	Activity	Activity Description	Responsibility
<b>All Phases</b> (Consult & Involve)	Ongoing until end of project	<b>Project website</b>	Includes project description, updates, and details on engagement opportunities.	<b>IT Staff</b> (upload) <b>McElhanney (ML)</b> (copy, graphics)
<b>Phase 1 Marketing</b> (Inform & Consult)	September 8 <sup>th</sup>	<b>Mail outs</b>	Brief project description, details on upcoming engagement opportunities, QR code to the project website.	<b>IT Staff</b> (branding, distribution) <b>ML</b> (copy)
	September 8 <sup>th</sup>	<b>Press release</b>	Brief project description, details on upcoming engagement opportunities, QR code to the project website.	<b>IT Staff</b> (branding, distribution) <b>ML</b> (copy) ML will work with IT staff to build a distribution list that includes

<b>Phase 1 Engagement (Inform &amp; Consult)</b>	September 8 <sup>th</sup> – Oct. 24 <sup>th</sup>	<b>Social media</b>	Weekly / biweekly posts. Recommended dates to be provided in copy by McElhanney	community partners, non-profits, and groups.  <b>IT Staff</b> (posting) <b>ML</b> (copy)
	September 8 <sup>th</sup> – Oct. 24 <sup>th</sup>	<b>Community partner amplification</b>	Optional content for IT, APC members, and Trustees to post on social media channels and at in- person community events to share details on the project.	<b>IT Staff, APC, Trustees</b>
	September 8 <sup>th</sup> – Oct. 24 <sup>th</sup>	<b>In-community posters</b>	Posted throughout the community with project information, details on upcoming engagement opportunities and QR code link to the online survey.	<b>IT Staff</b> (distribution) <b>ML</b> (copy and design using supplied branding, printing and delivery)
	Sept. 8 <sup>th</sup> – Oct. 24 <sup>th</sup>	<b>Survey</b>	Available online through SurveyMonkey or paper copies at events and in strategic community locations.	<b>IT Staff</b> (review, input paper copies*) <b>ML</b> (copy, upload)  *We recommend that paper copies of the survey be made available. ML staff can provide special access for staff to enter data ahead of close date.
	Sept. 16 <sup>th</sup>	<b>Tuesday market (Centennial Park, Ganges)</b>	In-person engagement pop-up with multiple activities to capture community vision and feedback.	<b>IT Staff</b> (engagement support at market pop-up) <b>ML</b> (lead event, provide materials and staff)
	Sept. 17 <sup>th</sup>	<b>Ganges Daytime Grocery Pop Up</b>	Informal in-person pop up in a visible location. Designed for quick but meaningful interactions.	<b>ML</b> (lead event, provide materials and staff)
	Sept. 17 <sup>th</sup>	<b>Pool or Library Pop Up</b>	Designed for parents and caregivers at a time when children are safely engaged and they can	<b>ML</b> (lead event, provide materials and staff)

		participate in an accessible and focused way.	
Sept. 17 <sup>th</sup> & 18 <sup>th</sup>	<b>Tailgate talks micro-pop ups</b>	An on-the-spot informal interactive session at high traffic locations such as hardware stores, parts suppliers, construction sites, industrial areas, transit nodes, community fields, convenience stores on commuting routes.	<b>ML</b> (lead event, provide materials and staff)

McElhanney can supply materials and guidance for staff and volunteers wishing to conduct additional engagement sessions on island during the Phase 1 engagement period. Opportunities for additional engagement are provided in Appendix A. The McElhanney project team is also available to support additional engagement in October, should the Trust request additional engagement support.

Phase 2 McElhanney Led Engagement				
Early to Mid 2026				
Phase	Dates	Activity	Activity Description	Responsibility
<b>Phase 2 Marketing</b> <i>(Inform, Consult, Involve, &amp; Collaborate)</i>	Early-Mid 2026	<b>Press release</b>	Brief project update, details on upcoming engagement opportunities, QR code to the project website.	<b>ML</b> (copy) <b>IT Staff</b> (branding, distribution) ML will work with IT staff to build a distribution list that includes community partners, non-profits, and groups.
		<b>Social media</b>	Weekly / biweekly posts. Recommended dates to be provided in copy by McElhanney.	<b>ML</b> (copy), <b>IT Staff</b> (posting)
		<b>Community partner amplification</b>	Optional content for IT, APC members, and Trustees to post on personal social media channels and at in-person community events to share details on the project.	<b>IT Staff, APC, Trustees</b>
		<b>In-community posters</b>	Posted throughout the community with project information, details on upcoming engagement opportunities and QR code link to the online survey.	<b>IT Staff, Trustees</b> (distribution) <b>ML</b> (copy and design, printing and delivery)
<b>Phase 2 Engagement</b>	Early-Mid 2026	<b>Survey</b>	Available online through SurveyMonkey or paper copies at	<b>IT Staff</b> (review, input paper copies*) <b>ML</b> (copy, upload)

<i>(Inform, Consult, Involve, &amp; Collaborate)</i>		events and in strategic community locations.	*We recommend that paper copies of the survey be made available. ML staff can provide special access for staff to enter data ahead of close date.
	<b>Policy in practice kitchen table workbooks</b>	Self-guided engagement tool that helps small groups (e.g., families, friends, neighbours) discuss project ideas and provide feedback in a comfortable, informal setting.	<b>IT Staff</b> (pick up / drop off locations) <b>ML</b> (copy, design)
	<b>In-community interactive display (with online component)</b>	Interactive wall display at the Recreation Centre that includes activities, details on upcoming engagement opportunities, and QR code link to the online survey.	<b>IT Staff</b> (review, distribution) <b>Recreation / multi-use facility staff</b> (to monitor) <b>ML</b> (copy, design)
	<b>Tailgate talks &amp; micro-pop ups</b>	An on-the-spot informal interactive session at high traffic locations such as hardware stores, parts suppliers, construction sites, industrial areas, transit nodes, community fields, convenience stores on commuting routes.	<b>ML, IT Staff</b> (to host, as and when)
	<b>Community Open House Information Sessions (final)</b>	1-2 in-person engagement sessions to share preliminary OCP policy and gather feedback on possible refinements.	<b>IT Staff</b> (to host) <b>ML</b> (copy, design, to host)

Phase 3 McElhanney Led Engagement				
Late 2026				
Phase	Dates	Activity	Activity Description	Responsibility
<b>Phase 3 Marketing</b> <i>(Inform &amp; Consult)</i>	Late 2026	<b>Press release</b>	Brief project update, details on upcoming engagement opportunities, QR code to the project website.	<b>IT Staff</b> (branding, distribution) <b>ML</b> (copy) ML will work with IT staff to build a distribution list that includes community partners, non-profits, and groups.
		<b>Social media</b>	Weekly / biweekly posts. Recommended dates to be provided in copy by McElhanney.	<b>IT Staff</b> (review and posting) <b>ML</b> (copy)
		<b>Community partner amplification</b>	Optional content for IT, APC members, and Trustees to post on personal social media channels and at in-person community events to share details on the project.	<b>IT Staff, APC, Trustees</b>
		<b>In-community posters</b>	Posted throughout the community with project information, details on upcoming engagement opportunities and QR code link to the online survey.	<b>IT Staff, Trustees</b> (distribution) <b>ML</b> (copy and design, printing and delivery)
		<b>Ask Salt Spring Island Podcast (tbc)</b>	Optional activity. Project Lead and Planner, Tyler Brown, could speak about the process and	<b>IT Staff, ML</b> (optional)

		provide information to local listeners.	
<b>Phase 3 Engagement</b>	Late 2026	<b>In-community interactive poster series</b>	Posted throughout the community with polls and comment box options. Link to the online survey. <b>IT Staff</b> (review and distribution) <b>ML</b> (copy and design using supplied branding, printing and delivery)
		<b>Jane's walk (inclusive)</b>	A Jane's Walk is a free, community-led tour that invites people to explore and talk about the community. Topics discussed may include housing, density, and connectivity. <b>IT Staff, ML</b> (to host and record feedback)
		<b>Digital stories submission series</b>	Submission portal available on the project website where community members can share their experiences and area stories. <b>IT Staff</b> (to monitor)
		<b>Micro-pop ups</b>	Host small booths/tables at pre-planned public events promoting the project and engagement opportunities. <b>IT Staff</b> (to host, as and when)

## 2.1. Reporting and Monitoring

Transparent reporting is key to building trust throughout the project. Table 2 provides the proposed strategy for reporting the feedback collected during engagement and monitoring various indicators and metrics for success. Feedback and metrics will be reported to staff, the PAPC, and the public through an engagement summary report following each round of engagement.

*Table 2 – Reporting and Monitoring Strategy*

Method	Description
<b>Indicators</b>	<ul style="list-style-type: none"><li>• Engaged participants express satisfaction and understanding of how their input will influence project outcomes</li><li>• Participants provide relevant and productive feedback</li></ul>
<b>Metrics</b>	<ul style="list-style-type: none"><li>• Number of people attending in-person engagement</li><li>• Number of people provided feedback online</li><li>• Number of social media views and interactions</li><li>• Participant demographics</li></ul>
<b>Method of obtaining feedback</b>	<ul style="list-style-type: none"><li>• Submissions to online inputs (survey, interactive polls)</li><li>• Boards, activities at in person events</li><li>• Facilitator listening (w/ documentation)</li></ul>

Table 3 - Communications Team & Roles

Title	Organization	Name	Role
<b>Islands Trust Project Manager</b>	Islands Trust	Chris Hutton, Regional Planning Manager	Review/approve all project communication materials and assist with engagement activities / events.
<b>Islands Trust Communication Support</b>	Islands Trust	Morgana van Niekerk, Communications Specialist	Review communication and engagement materials.
<b>Consultant Project Manager</b>	McElhanney	Tyler Brown, Senior Planner	Lead alignment of engagement with overall process.
<b>Consultant Engagement Lead</b>	McElhanney	Sandra Borton, Facilitation and Engagement Specialist	Responsible for project communication and engagement activities. Final review before documents or deliverables submission.
<b>Consultant Engagement Support</b>	McElhanney	Olivia Campardo, Planner	Produce engagement materials, activities, and events.
	McElhanney	Makayla Berger, Planner	Support engagement and events.

## Appendix A: Additional Engagement Opportunities

## Engagement Timeline

Phase 1 Engagement campaign occurs between September 8<sup>th</sup> to October 24<sup>th</sup>. The following is a list of additional engagement opportunities that could be staff or volunteer run.

Date	Event Details	Description	Materials	Staff / Volunteers
Tuesday September 16 <i>(weekly event; other dates include September 23/30; October 7/14/21; also occurs on Thursday nights)</i>	Folk Country Open Mic Night 7:00-10:00pm Salt Spring Legion, 120 Blain Road <a href="#">Country/Folk Open Mic with Sherry Leigh Williams – Gulf Island Events</a> <i>Community activity</i>	Open mic night at the Legion.  Opportunity to engage community members in a comfortable, familiar environment.	<ul style="list-style-type: none"> <li>Table / chairs</li> <li>Display boards</li> <li>Link to online survey</li> </ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.
Wednesday September 17 <i>(biweekly event; other dates include September 25; October 15)</i>	Knit Purl Community 5:00-7:00pm Public Library <a href="#">Knit Purl Community   Salt Spring Island Public Library</a> <i>Community activity</i>	Knitting event.  Opportunity to engage community members in a comfortable, familiar environment.	<ul style="list-style-type: none"> <li>Table / chairs</li> <li>Display boards</li> <li>Link to online survey</li> </ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.
Wednesday September 17 <i>(weekly event; other dates include September 24; October 1/8/15/22)</i>	Swing Dancing 6:00-8:30pm Salt Spring Legion, 120 Blain Road <a href="#">Salt Spring Swing Dancing – Gulf Island Events</a> <i>Community activity</i>	Swing dancing lessons.  Opportunity to engage community members in a comfortable, familiar environment.	<ul style="list-style-type: none"> <li>Table / chairs</li> <li>Display boards</li> <li>Link to online survey</li> </ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.
Thursday September 18	Mother Goose 10:00-11:30am Public Library Children's Area	Event for babies, young children (0-4 years), and their parents/caregivers.	<ul style="list-style-type: none"> <li>Table / chairs</li> <li>Display boards</li> <li>Link to online survey</li> </ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take

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(weekly event; other dates include September 25; October 4/9/16/23)	<a href="#">Mother Goose   Salt Spring Island Public Library</a> <i>Community activity</i>	Opportunity to engage parents and caregivers on how SSI can support families.		the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.
Thursday September 18  (weekly event; other dates include September 25; October 4/9/16/23)	Moby's Pub Thursday Night Live 7:00-9:00pm Moby's Pub <a href="#">Moby's Pub Thursday Night Live – Gulf Island Events</a> <i>Community activity</i>	Live performances from local musicians with special food and beverage prices.  Opportunity to engage the public in a more relaxed setting than a traditional popup.	<ul style="list-style-type: none"> <li>• Table / chairs</li> <li>• Display boards</li> <li>• Interactive activities</li> <li>• Link to online survey</li> </ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.
Friday September 19  (weekly events; other dates include September 26; October 3 (Story Time only); October 10; October 17 (Story Time only); October 24)	STEAM Programs 10:00-3:00pm Public Library <a href="#">STEAM Programs   Salt Spring Island Public Library</a> <i>Community activity</i>	Hands-on Lego and robotics program.  Opportunity to engage youth and parents/caregivers.	<ul style="list-style-type: none"> <li>• Table / chairs</li> <li>• Display boards</li> <li>• Link to online survey</li> </ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.
	Neighbourhood Story Time 11-11:30am Public Library Children's Area <a href="#">Neighbourhood Story Time   Salt Spring Island Public Library</a> <i>Community activity</i>		<ul style="list-style-type: none"> <li>• Table / chairs</li> <li>• Display boards</li> <li>• Link to online survey</li> </ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.
Saturday September 20  (weekly event; other dates include September 27; October 4/11/18)	Writing in Community 10-12:00pm Public Library <a href="#">Writing in Community   Salt Spring Island Public Library</a> <i>Community activity</i>	Weekly 'write-in' event.  Opportunity to engage community members in a comfortable, familiar environment.	<ul style="list-style-type: none"> <li>• Table / chairs</li> <li>• Display boards</li> <li>• Link to online survey</li> </ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement

## Salt Spring Island OCP-LUB Update

				feedback and collect a tally of participants engaged and total responses received.
<p>Saturday September 20</p> <p><i>(weekly event; other dates include September 27; October 4/11/18)</i></p>	<p>Saturday Farmers Market 9:00-3:00pm Centennial Park, Ganges <a href="#">Plan Your Perfect Holiday on Salt Spring Island   Salt Spring Market   Salt Spring Market</a> <i>Formal event</i></p>	<p>Weekly farmers market</p> <p>Opportunity to engage community members in a comfortable, familiar environment. Large event to reach more participants.</p>	<ul style="list-style-type: none"> <li>Booth (tables / chairs)</li> <li>Display boards</li> <li>Interactive activities</li> <li>Link to online survey</li> </ul>	<p>1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.</p>
<p>Monday September 22</p> <p><i>(weekly event; other dates include October 6/20)</i></p>	<p>Toastmasters Club Meeting 7:00pm In-person: Community Program Room, Public Library   Virtual: Zoom <a href="#">Toastmasters Club Meeting   Salt Spring Island Public Library</a> <i>Community activity</i></p>	<p>Toastmasters club.</p> <p>Opportunity to engage community members in a comfortable, familiar environment.</p>	<ul style="list-style-type: none"> <li>Table / chairs</li> <li>Display boards</li> <li>Link to online survey</li> </ul>	<p>1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.</p>
<p>Thursday September 25</p> <p><i>(monthly event; other date includes October 23)</i></p>	<p>Library Book Club 1:00-3:00pm Public Library <a href="#">Library Book Club   Salt Spring Island Public Library</a> <i>Community activity</i></p>	<p>Monthly book club.</p> <p>Opportunity to engage community members in a comfortable, familiar environment.</p>	<ul style="list-style-type: none"> <li>Table / chairs</li> <li>Display boards</li> <li>Link to online survey</li> </ul>	<p>1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.</p>
<p>Friday September 26</p>	<p>Convergence Festival 2:00-10:30pm Creekside parking lot, outside Mateada <a href="#">Convergence Festival is coming!</a> <i>Formal event</i></p>	<p>Downtown festival with live music, activities, food stalls, kids zone.</p> <p>Large community event where we can engage with residents of all ages and backgrounds.</p>	<ul style="list-style-type: none"> <li>Booth (tables / chairs)</li> <li>Display boards</li> <li>Interactive activities</li> <li>Link to online survey</li> </ul>	<p>3-4 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally</p>

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				of participants engaged and total responses received.
Sunday September 28	<p>Apple Festival 9:00-5:00pm Fulford Hall, Ganges <a href="#">Salt Spring Apple Festival - Welcome To Apple Heaven</a> <i>Formal event</i></p>	<p>Annual apple harvest festival.</p> <p>Large community event where we can engage with residents of all ages and backgrounds.</p>	<ul style="list-style-type: none"> <li>Booth (tables / chairs)</li> <li>Display boards</li> <li>Interactive activities</li> <li>Link to online survey</li> </ul>	<p>Max. 3 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.</p>
Sunday September 28	<p>Salon Sundays at Stonewell Farm 12:00-7:00pm 1852 Fulford-Ganges Rd <a href="#">Salon Sundays – Gulf Island Events</a> <i>Formal event</i></p>	<p>Small festival with live music, open mic, food.</p> <p>Community event where we can engage with residents of all ages and backgrounds.</p>	<ul style="list-style-type: none"> <li>Booth (tables / chairs)</li> <li>Display boards</li> <li>Interactive activities</li> <li>Link to online survey</li> </ul>	<p>1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.</p>
Thursday October 2	<p>Poetry Open Mic 7:00-9:00pm Community Program Room, Public Library <a href="#">Poetry Open Mic   Salt Spring Island Public Library</a> <i>Community activity</i></p>	<p>Open mic night.</p> <p>Opportunity to engage community members in a comfortable, familiar environment.</p>	<ul style="list-style-type: none"> <li>Table / chairs</li> <li>Display boards</li> <li>Link to online survey</li> </ul>	<p>1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.</p>
No date / Anytime	<p>Tailgate Popups Early AM – 5:00-7:00am <i>Informal engagement</i></p>	<p>Opportunity to meet and engage with trades workers who are unable to attend events during work hours.</p>	<ul style="list-style-type: none"> <li>Table / chairs</li> <li>Display boards</li> <li>Link to online survey</li> </ul>	<p>1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.</p>

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	Ferry Lineup Engagement Rush hour AM/PM <i>Informal engagement</i>	Opportunity to meet and engage with working professionals who are unable to attend events during work hours.	<ul style="list-style-type: none"><li>• Display boards (if possible)</li><li>• Link to online survey</li></ul>	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take the online survey. Take photos of engagement feedback and collect a tally of participants engaged and total responses received.  1 McElhanney staff member to support setup/takedown of materials and community consultations.
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