



Phase 3 Public Engagement Plan Policy Statement Amendment

**Prepared for Islands Trust
by ISL**

**Version 2
January 2022**



Territorial Acknowledgement

The Islands Trust Area is located within the treaty lands and territories of the BO'KE'EN, Cowichan Tribes, K'ómoks, Lək'əŋən, Lyackson, MÁLEXEŁ, Qualicum, scəwəθən məsteyəxʷ, Scia'new, səlilwətaʔt, SEMYOME, shíshálh, Skwxwú7mesh, Snaw-naw-as, Snuneymuxw, Spune'luxutth, S'ÁUTW, Stz'uminus, ʔaʔəmen, toq qaymıxʷ, Ts'uubaa-asatx, Wei Wai Kum, We Wai Kai, WJOLEŁP, WSIKEM, Xeláltxw, Xwémalhkwu/ʔop qaymıxʷ, and xʷməθkʷəy̓əm.

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Appendix 1: Preliminary List of Interested and Affected Parties

Key Updates		
v2	22-Jan-20	Updated timeline following Jan. 12 Executive Committee Meeting

Introduction

This Public Engagement Plan outlines a process to be used to capture community input and inform recommended policy changes to the Islands Trust Policy Statement.

Since the Policy Statement was first adopted in 1994, the regional context has changed from the perspective of climate change, commitments to Reconciliation with Indigenous Peoples and First Nations, population demographics, increased housing, and land costs.

The Islands Trust is updating the current Policy Statement to address these topics.

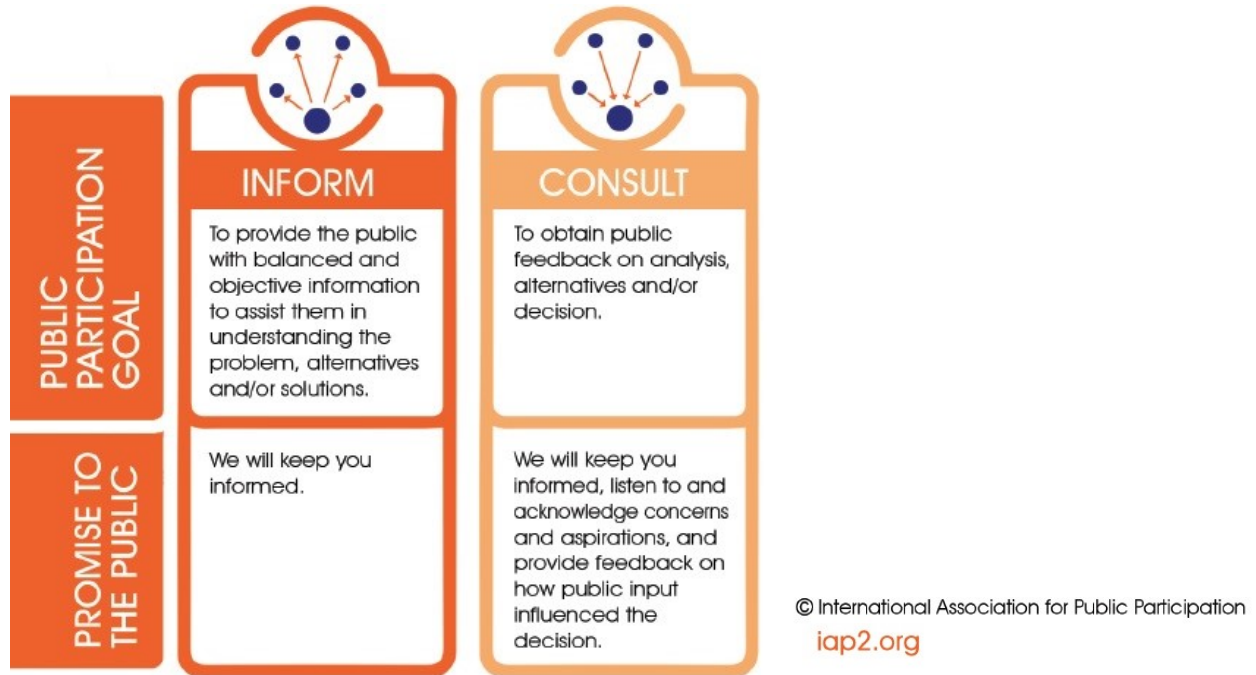
Incorporating community members' feedback into the review of the Policy Statement will improve the update as well as community understanding and support of the recommended changes.

Engagement Objectives

- To build relationships and trust with the residents and community members of the Islands Trust Area.
- To increase the understanding and awareness of the Islands Trust, its mandate, and the role that the Policy Statement plays in the governance structure and network of policies that impact the local trust areas (LTAs) and Bowen Island.
- To facilitate meaningful engagement with targeted engagement methods and communications materials.
- That the Islands Trust Area community feels that their opinions and voices are reflected in the update – and that the community feels proud and included in this process
- To clearly communicate how public input was used throughout this process
- To honour the concurrent First Nations and Indigenous community engagement process and relationship building
- To confirm Policy Statement updates that address key challenges of our time – climate change, affordable housing, and reconciliation – informed by insight from community perspectives.

Promise to the Public

The Phase 3 Public engagement plan for the Policy Statement update consists of multiple types of engagement activities at the levels of *Inform* and *Consult*, on the IAP2 Spectrum.



In the previously completed Phase 1 of public engagement, Islands Trust gathered input on community values, concerns related to climate change, and opportunities to preserve and protect the Trust Area, which was used to develop draft policy directions.

In Phase 2 of public engagement, Islands Trust gathered input on the draft policy directions for climate change and affordable housing. Feedback from Phase 2 engagement on the draft policy directions was used to develop a draft new Policy Statement.

In Phase 3, we will show how feedback from previous public engagement informed the draft new Policy Statement and gather feedback on recommended amendments. We will share how public feedback will influence the next round of revisions to the draft Policy Statement that will be presented as recommendations to Trust Council.



Interested or Affected Parties

A preliminary list of those who may be interested or affected by the updated Policy Statement has been identified. This list may evolve as Islands Trust becomes aware of who is interested/affected by the project.

Provincial and Federal Government Agencies, Regional Districts, Improvement Districts, School Districts, Advisory Commissions, and Islands Trust bodies

- These parties have been engaged through a referral process. A parallel early and meaningful engagement process continues with First Nations governments, Treaty Alliances, and Tribal Councils.

External Groups or Organizations

- Business, Commerce, and Tourism
- Agriculture Groups and Associations
- Environmental Groups and Organizations
- Community Groups, Service Groups and Non-Profits
- Recreation Clubs and Groups
- Local Branches of International Service Organizations
- Healthcare and Emergency Services

Community

- Indigenous community members
- Youth
- Full-time Residents
- Part-time Residents
- Property Owners

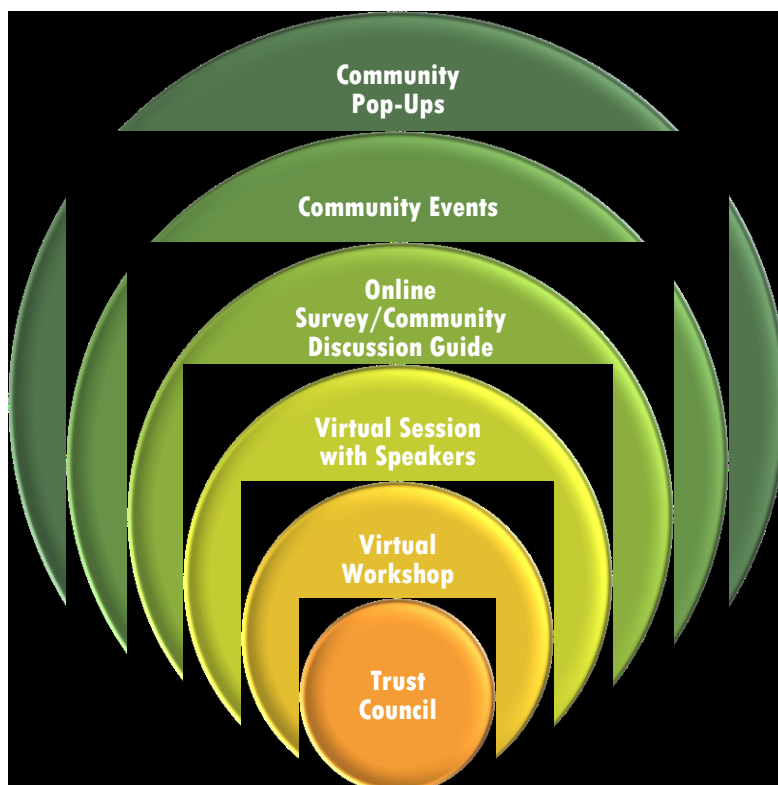
Tools and Techniques

The Public Engagement Plan for Phase 3 will provide community members of the Islands Trust Area an opportunity to review the draft updates to the Policy Statement, and for interested and affected parties to learn more about how this guiding policy helps preserve, protect the Trust Area.

Any engagement technique can address some needs of engagement, but not all needs of engagement, for example,

- Small group discussions are good at exploring a topic in-depth from a unique perspective but limit the numbers of who can participate.
- Workshop techniques allow a larger number of people to participate but require a significant commitment of participant time and energy.
- Drop-in style community events and pop-ups reach a larger number of people, and are located in their communities, but are less efficient ways to explore topics in-depth and are at a scheduled times, days and locations.
- Online or hardcopy feedback opportunities allow for participants to contribute at their own time, pace, and location, but do not include interaction with project team members for questions or dialogue.

The Phase 3 Engagement Plan makes use of each of these techniques to balance each of their respective strengths and limitations. As a program of engagement activities this provides the outcome of holistic engagement across the communities of the Islands Trust Area. This best practice approach to public engagement has been described as orbits of participation.



The orbits of participation model developed by Lorenz Aggens, clarifies that there is no single public, but different levels of interest and ability to participate, even within a single interest group. Participating at an orbit closer to the center requires a higher commitment of time and energy. Offering a variety of participation opportunities this way allows individuals to choose how involved they want to be and to realistically manage their own participation.

This approach creates a balance between level of interest and capacity to participate; it helps to mitigate participant



fatigue and demonstrates respect for participants’ time. Providing opportunities at varying levels of participation also helps the core team from becoming overwhelmed.

Feedback will be solicited through the following methods:

Target Group	Primary Engagement Tactic	Timeline
Community Groups or Organization Representatives	<ul style="list-style-type: none"> • Focus Groups (8) 	March 2022
Community (including members of community organizations and groups)	<ul style="list-style-type: none"> • Virtual Sessions with Speakers and Live Q&A (1) • Virtual Community Workshop (1) • Online Survey and hardcopy Community Discussion Guide (1) • Community Events in Each LTA and Bowen Island Municipality (13) • Community Pop-Ups (14) 	February – April 2022

■ First Nations and Indigenous Community Member Engagement

First Nations engagement has been and will continue to be a parallel process to the public engagement process and is coordinated by Islands Trust in collaboration with First Nations.

Challenges and Opportunities

■ Inclusive Process

Challenge. An engagement process that does not encourage broad and inclusive participation results in input that does not accurately reflect the diversity of interests and needs of the community.

Opportunity. Recognize that building relationships with communities takes time and may be only partially achieved given the project timelines for Phase 3 engagement. Reach out directly to community groups for their input and to ask they provide information to their networks about how to participate in the engagement activities. Solicit feedback on engagement activities to refine them. Provide a variety of opportunities for input that vary

the method, location, and time commitment required for participation to allow individuals to balance their interest with their capacity to participate.

■ **Competing Interests**

Challenge. Due to varying impacts to different interested parties, there is potential for competing interests and values, leading to high community emotion and potentially lack of internal adoption of draft amendments or additional interruptions to the process.

Opportunity. The Phase 3 engagement strategy ensures that the engagement process includes small group opportunities to understand unique perspectives, as well as public opportunities to understand how those perspectives integrate into the larger community discourse. Clearly communicating all the input methods that Islands Trust Council must balance will help to provide context for individual public contributions. It will also be important to ensure all parties can access the same information. And, that all public feedback is made available (in aggregate) to create transparency about what was heard.

■ **Complexity of the Project Information/Information Overwhelm**

Challenge. Policy-making is a specialized skill, uses specialized language and has specialized scope constraints depending on the particular policy and policy environment. This can make it difficult to convey what input can or cannot be accommodated in the content of recommended updates. In addition, there is a large amount of information – including all verbatim comments and individual submissions from participants since Phase 1 engagement – making it harder for non-specialists to sift through what they need to know. This complexity, as well as volume, of information can increase concern that participants may miss something important to them and can be experienced as an attempt to (inadvertently) obfuscate what is really going on.

Opportunity. Create communication materials that succinctly, yet comprehensively, communicate key project information and inputs from the community, as well as inputs from other project activities such as policy analysis, referral agency input and changes within the new draft Policy Statement that support reconciliation. Use visual representations where possible to help communicate complex ideas. Organize long-form information into a library (online), the structure of which can be easily navigated and understood by the community.



■ **Out-of-date or misinformation circulation**

Challenge. Community concerns about the possible amendments leading to out-of-date information or misinformation being circulated by community or special interest groups and individual influencers.

Opportunity. Proactively communicate project information, ensure it is easy-to digest, and easy for interested parties to share. Acknowledge what is being asked for, share what is available and what is not available, provide the rationale and/or timeline when the desired information will be known and shared through project communication channels.

■ **Out-of-Scope Discussions**

Challenge. Community members may want to discuss topics or processes that are not included in this review.

Opportunity. Clear messaging and educational materials will be embedded in the engagement and communications process to set engagement expectations and identify decisions being made so we are able to focus on gathering meaningful and usable input.

■ **COVID-19 ongoing changes to protocols for public gatherings**

Challenge. In-person events are not permitted or are severely limited due to gathering restrictions, and proof of vaccination and masking requirements.

Opportunity. Flexibility to adapt sessions if/as needed based on changing public health guidelines will be key. The engagement plan includes a mix of virtual and in-person engagement activities. Online opportunities to participate are provided for those unable to attend in-person and to allow a broader inclusion of participants not bound by location. Hard copies of information and feedback collection will be made available for pick up so those who do not feel comfortable participating in-person still have an opportunity to participate. Low or no-contact engagement options such as community pop-up events or community boards/drop-boxes will be used to share information and gather feedback.

Communications and Engagement

■ **Communication and Promotion Tactics**

By using various communication channels, we hope to reach a broad audience to raise awareness of the project and encourage participation in the engagement plan.

Sharing Project Information

- Project introduction and information video
- Fact sheets
- Key messages and FAQs
- Community Discussion Guide
- Virtual Session with Speakers and Live Q&A

Promoting Awareness of the Project and Engagement Events

- eNewsletter
- Direct mail and invitation letters
- Social media
- Leveraging relationships and networks of community organizations and groups

■ Engagement Tactics

Virtual Session with Speakers and Live Q&A (February 2022)

Using ISL's moderated webinar format, the Virtual Session will include a project presentation with Islands Trust staff followed by a moderated Q&A. Following the session, participants will be encouraged to complete the online survey (or Community Discussion Guide) to share their input and/or participate in the Virtual Community Workshop.

Focus Groups (March 2022)

Focus groups with community organizations and interest groups will be hosted using a virtual platform, such as Zoom. Exploring the draft Policy Statement amendments in these small groups of 8-10 representatives in each group helps to highlight these unique perspectives within in the larger public discourse. The focus group sessions will consist of a presentation followed by a facilitated discussion and virtual post-it activity. In addition to contributing feedback to the draft Policy Statement, feedback from these small group discussions will also be used to refine engagement materials and activities for the broader community.



Virtual Community Workshop (March 2022)

Building on the information presented and questions asked at the Virtual Session, a community workshop, with registered attendees from the community, will use interactive and deliberative techniques such as world café, focused dialogue, and break-out groups to explore the draft Policy Statement in more depth and gather input that is specific and relevant to what is needed to finalize the Policy Statement Amendment Project. The session will be recorded and posted to the Islands Trust website.

Online Survey, Community Discussion Guide and Community Information Board (February – April 2022)

A survey will be available to be completed online with specific questions related to this phase of the project – to gather feedback on the draft Policy Statement. A hard copy Community Discussion Guide, which includes project information as well as the survey, will be made available for pick-up in the different communities for those who prefer this method.

In addition, community information boards that share project information and hard copies of the community discussion guide will be set up at key locations in the Trust Area for participants to pick-up and submit their input.

Community Events in Each LTA and Bowen Island (March – April 2022)

These drop-in-style events will include static display boards, interactive activities, and printed surveys (in the form of the community discussion guide). These events will also provide an opportunity for island residents to ask questions and learn more about the project.

Community Pop-Ups (March – April 2022)

Located either at existing fairs/events in the community, or at central locations within the Trust Area, such as ferry terminals or outside grocery stores. These temporary pop-ups have the direct benefit of being located where residents are already gathering. Community Pop-up opportunities will be used to share information through static displays, fact sheets, and the community discussion guide; and encourage people to share feedback through interactive activities at the pop-up or directing them to the online survey.

Schedule

The Public Engagement Plan is proposed to launch in February 2022. It is intended that the final What We Heard Report will be finalized in May 2022.

Task	Dec	Jan	Feb	Mar	Apr	May
PLANNING						
Kick-off Meeting, Background Research and Review	■					
Develop Public Engagement Plan		■				
Detailed Event/Activity Planning		■	■			
Progress Updates to Trust Council/Committees			EC		EC TC	TPC
PUT PLAN INTO ACTION						
Engagement Materials Preparation			■	■		
Advertising			■	■	■	
Web Updates	■			■	■	■
Virtual Session with Live Q&A (1)				■		
Online Survey				■	■	
Virtual Community Workshop					■	
Focus Groups (8)				■	■	
Community Events (13) & Pop-Ups (14)				■	■	
REPORTING						
Engagement Summary Report						■

Task
 EC Executive Committee
TC Trust Council
TPC Trust Programs Committee



Reporting

Desired outcomes of this process include engagement reports outlining the community’s perspective on recommended changes to the Islands Trust Policy Statement. These outcomes will be used to inform Trust Council’s consideration of further amendments to the draft new Policy Statement.

A final engagement plan report will be prepared that describes the engagement activities completed, methodologies used, and key feedback themes, as well as all verbatim public feedback. It will also include a summary of correspondence and delegations received relevant to the Policy Statement Amendment Project in 2021 and early 2022.

The final engagement report will be provided in digital format to Islands Trust for posting on the Islands 2050 webpage and delivery to Islands Trust Council.

Monitoring and Evaluation

The engagement plan will be deemed successful if it results in meaningful input on potential Policy Statement amendments; if participants understand how their input has contributed to the project; and, if Trust Council possesses a clear understanding of how the project team incorporated and balanced all the public feedback received.

Evaluation by Participants	By Facilitators	By the Project Team
<ul style="list-style-type: none"> • Event questionnaires • Online feedback and commenting 	<ul style="list-style-type: none"> • Post-event verbal de-briefs 	<ul style="list-style-type: none"> • Post-event verbal de-briefs • End-of-project Lessons Learned Session



APPENDIX
Preliminary List of Interested and Affected Parties

1



Appendix 1: Preliminary List of Interested and Affected Parties

Islands 2050 Policy Statement Public Engagement

Note: This preliminary list will be expanded as additional interested and affected parties are identified.

■ BUSINESS, COMMERCE, AND TOURISM

North and South Pender Island Local Trust Areas

- Pender Island Chamber of Commerce

Salt Spring Island Local Trust Area

- Salt Spring Chamber of Commerce
- Salt Spring Island Community Economic Development Commission

Gabriola Island Local Trust Area

- Community Economic Development Officer Gabriola
- Gabriola Island Chamber of Commerce
- Gabriola Museum

Denman Island Local Trust Area

- Comox Valley Chamber of Commerce
- Denman Island Farmers and Artisans
- Denman Island Chocolate Company
- Denman Island Museum

Galiano Island Local Trust Area

- Galiano Island Chamber of Commerce
- Therah Village Developments Ltd

Thetis Island Local Trust Area

- Chemainus Area Bed and Breakfast Association
- Chemainus + District Chamber of Commerce

Hornby Island Local Trust Area

- Comox Valley Chamber of Commerce
- Hornby Island Community Economic Enhancement Corporation
- Hornby Island Community Economic Development Corporation
- Hornby Island Natural History Centre
- Hornby Creative
- The Heart of the Hornby Island Community

Southern Gulf Islands

- Southern Gulf Islands Tourism Partnership Society (SGITPS)
 - (Pender, Saturna, Maybe, Saltspring, Galiano)
- Victoria Real Estate Board (VREB) Islands Region
 - (Galiano, Mayne, Moresby, Pender, Prevost, Salt Spring, Saturna, Sidney, etc.)

■ AGRICULTURE

Pender Island Local Trust Area

- Pender Island Farmers' Institute

Gabriola Island Local Trust Area

- Gabriola Agricultural Association Co-op

Bowen Island

- Bowen Island Agricultural Alliance

Galiano Island Local Trust Area

- Galiano Island Farmer's Institute

Thetis Island Local Trust Area

- Thetis Island Farm CO-OP

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■ ENVIRONMENTAL GROUPS AND ORGANIZATIONS

Pender Island Local Trust Area

- Pender Island Conservancy Association
- Pender Island Recycling Society
- Pender Community Transition

Salt Spring Island Local Trust Area

- Climate Action Salt Spring Island
- Transition Salt Spring Island
- Salt Spring Island Conservancy
- Salt Spring Island Freshwater Catalogue Watershed Stewardship group*
- Salt Spring Island Watershed Protection Alliance

Gabriola Island Local Trust Area

- Gabriola Island Recycling Organization
- Gabriola Land and Trails Trust

Lasqueti Island Local Trust Area

- Lasqueti Island Nature Conservancy

Galiano Island Local Trust Area

- Galiano Conservancy Association
- Galiano Island Recycling Resources

Mayne Island Local Trust Area

- Mayne Island Conservancy

Saturna Island Local Trust Area

- Saturna Recycling/Free Store

Thetis Island Local Trust Area

- Thetis Island Nature Conservancy

Gambier and Keats Local Trust Area

- Gambier Island Conservancy
- Keats Island Conservation Group

Bowen Island

- Bowen Solar Initiative
- Bowen Island Conservancy
- Bowen Nature Club



■ COMMUNITY GROUPS, SERVICE GROUPS, AND NON-PROFITS

North and South Pender Island Local Trust Areas

- Pender Island Community Service Society (Nu to You)
- Pender Island Child Care Society
- Pender Island Art's Council

Salt Spring Island Local Trust Area

- Salt Spring Solutions
- Islanders Working Against Violence
- Salt Spring Island Foundation
- Salt Spring Island Community Services

Galiano Island Local Trust Area

- Galiano Community Resource Centre

Gabriola Island Local Trust Area

- People for a Healthy Community on Gabriola Society
- Gabriola Community Bus Foundation
- Gabriola Arts Council
- Gabriola Commons Foundation

Bowen Island

- Bowen Island Community Foundation
- Bowen Island Heritage Preservation Association

Hornby Island Local Trust Area

- New Horizons Society
- Hornby Island Resilience Initiative

Lasqueti Island Local Trust Area

- The Judith Fisher Centre

Bowen Island

- Bowen Island Family Place
- Island Discovery Learning Community
- Bowen Island Gulf Association
- Bowen Island Arts Council
- Heritage Commission
- Caring Circle
- Coast Animal Welfare and Education Society

Islands Trust Area

- Concerned Island Residents Association*
- Southern Gulf Island and Business Coalition*
- Friends of the Gulf Islands*
- Stop Islands Trust*
- Gulf Islands Alliance

■ COMMUNITY RECREATION GROUPS

Pender Island Local Trust Area

- Pender Island Garden Club

Salt Spring Island Local Trust Area

- Salt Spring Island Garden Club

Hornby Island Local Trust Area

- Community Programs

Denman Island Local Trust Area

- Denman Island Gardening Association

Lasqueti Island Local Trust Area

- Lasqueti Community Association
- Lasqueti Internet Access Society

Galiano Island Local Trust Area

- Galiano Club

Mayne Island Local Trust Area

- Mayne Island Garden Club

Saturna Island Local Trust Area

- Saturna Community Club
- Saturna Women's Club

Bowen Island

- Bowen Island Garden Club

Thetis Island Local Trust Area

- Thetis Island Community Association

Gambier and Keats Local Trust Area

- Gambier Community Centre Society (GCCS)
- Eastbourne Community Association

Trust Area

- Gulf Islands Gardening

■ LOCAL BRANCHES OF INTERNATIONAL SERVICE ORGANIZATIONS

Pender Island Local Trust Area

- Pender Island Legion Branch 239

Salt Spring Island Local Trust Area

- Lions Club of Salt Spring Island
- Rotary Club of Salt Spring Island
- Salt Spring Island Legion Branch 92

Gabriola Island Local Trust Area

- Gabriola Lions Club

Galiano Island Local Trust Area

- Galiano Lions Club

Mayne Island Local Trust Area

- Mayne Island Legion Branch 84
- Mayne Lions Club

Saturna Island Local Trust Area

- Saturna Lions Club

Bowen Island

- Bowen Island Rotary Club
- Bowen Island Legion Branch 150



■ **FOODBANKS AND PROGRAMS**

Galiano Island Local Trust Area

- Galiano Community Food Program

Bowen Island

- Bowen Island Food Resilience Society

■ **HOUSING**

Salt Spring Island Local Trust Area

- Salt Spring Island Housing Council
- Green Ground Community Design

Gabriola Island Local Trust Area

- Gabriola Housing Society

Hornby Island Local Trust Area

- Hornby Island Housing Society

Denman Island Local Trust Area

- Denman Housing Association

Galiano Island Local Trust Area

Trust Area

- Gulf Islands Food Co-op

- Galiano Community Housing Association

- Galiano Green Housing Society

Bowen Island

- Snug Cove Housing Society
- Bowen Island Home Safe Program
- Bowen Island Seniors Housing Co-operative
- Bowen Island Resilient Community Housing Society
- Bowen Community Housing Association

■ **HEALTHCARE AND EMERGENCY SERVICES**

Gabriola Island Local Trust Area

- Gabriola Auxiliary for Island Health Care Society
- Gabriola Volunteer Fire Department

Galiano Island Local Trust Area

- Galiano Health Care Society

Mayne Island Local Trust Area

- Mayne Island Health Centre Society

Thetis Island Local Trust Area

- Thetis Island Fire

Gambier and Keats Local Trust Area

- Gambier Fire Equipment Group

Bowen Island

- Bowen Island Health Centre Foundation

■ OTHER GROUPS

Gabriola Island Local Trust Area

- Gabriolans Against Freighter Anchorages

Galiano Island Local Trust Area

- Galiano Community Development Office

Mayne Island Local Trust Area

- Mayne Island Integrated Water Systems Society

Thetis Island Local Trust Area

- ACThetis (Anchorage Concern Thetis)

*These grass roots groups may not have representatives in the same sense as more formally organized groups or associations