



Phase 3 Public Engagement Plan

Islands Trust - Policy Statement Amendment
Presentation to Executive Committee, Jan. 12, 2022
(Updates subsequent to presentation noted within)



ISL

Territorial Acknowledgement

The Islands Trust Area is located within the treaty lands and territories of the BOKÉĆEN, K'ómoks, Ləkʷəŋən, Lyackson, MÁLEXEŁ, Qualicum, Cowichan Tribes, scə́waθən məsteyəxʷ, Scia'new, sə́lilwətaʔt, SEMYOME, shíshálh, Skwxwú7mesh, Snaw-naw-as, Snuneymuxw, Spune'luxutth, SḶÁUTW, Stz'uminus, ʔaʔəmen, toq qaymıxʷ, Ts'uubaa-asatx, Wei Wai Kum, We Wai Kai, WJOŁEŁP, WSIKEM, Xeláltxw, Xwémalhkwu/ʔop qaymıxʷ, and xʷməθkʷəy̓əm.

Who We Are

ISL Project Team



Kirsty Neill
Project Manager



Courtney Laurence
Engagement Advisor



Ashlene Harvey
Engagement Coordinator

With additional support from our ISL in-house team for graphic design, video production, virtual session administration, and facilitation

We are committed to engagement that is

Meaningful

Transparent

Equitable

Nimble

Results-focused



Public Engagement Plan Update

Policy Statement Amendment

Phase 3 Public Engagement Plan Policy Statement Amendment

Prepared for Islands Trust
by ISL

Draft
January 2022



- Where We've Been
 - Previous Phases of Engagement
 - Phase 3 Engagement Strategy Development
- Where We're At
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 - Evaluation, Monitoring and Reporting
 - Next Steps

Descanso Bay on Gabriola Island
Photographer: Clayquot
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Where We've Been

Previous Engagement
Phase 3 Engagement Strategy Development

Previous Phases of Engagement



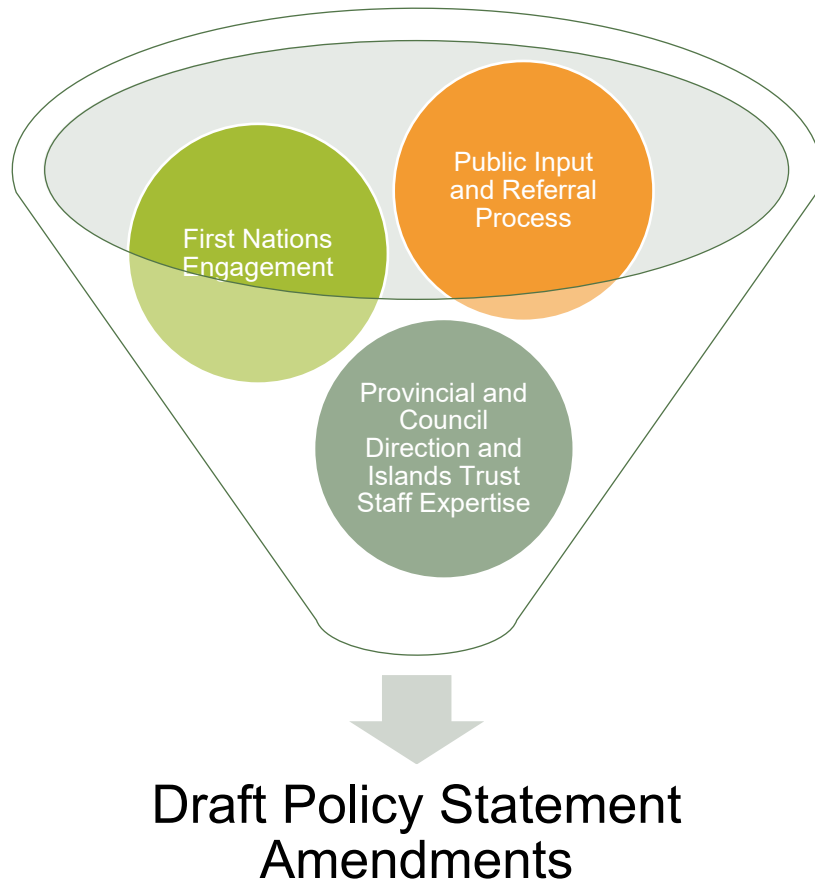
Developing draft policy directions. **Public engagement:** in phase 1 of public engagement islanders provided input on values and aspirations about the Islands Trust Area. **Additional inputs:** these included policy research and analysis. Public feedback plus the additional inputs were used to develop draft policy directions.

Developing draft Policy Statement amendments. **Public engagement:** in phase of 2 of public engagement islanders provided input on the draft policy directions relating to affordable housing and climate change. **Additional inputs:** these included information from the concurrent First Nations Engagement. Public feedback plus the additional inputs were used to develop draft Policy Statement amendments.

Refining the Policy Statement Update. In the original timeline the intention following phase 2 of public engagement was to engage islanders on the draft Policy Statement amendments following first reading. However, it was here that the engagement process was paused.

Phase 3 Engagement Strategy Development

Prepared by MODUS Planning, Design & Engagement, presented to Trust Council in September 2021



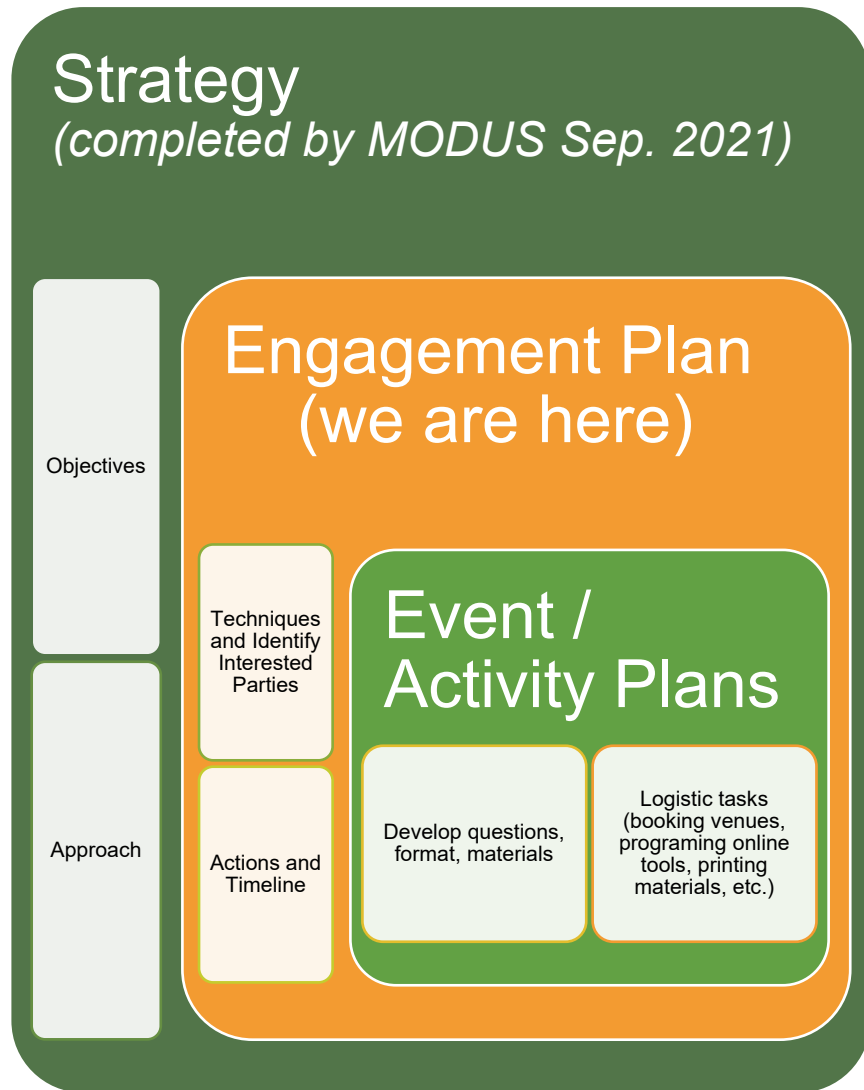
The development of the strategy included:

- A review of the process to date
- Recommendation to pause and recalibrate the engagement process for Phase 3
- Defined objectives and principles for engagement
- Recommendations for level of engagement as well as approach to (and resourcing for) project communications and engagement going forward

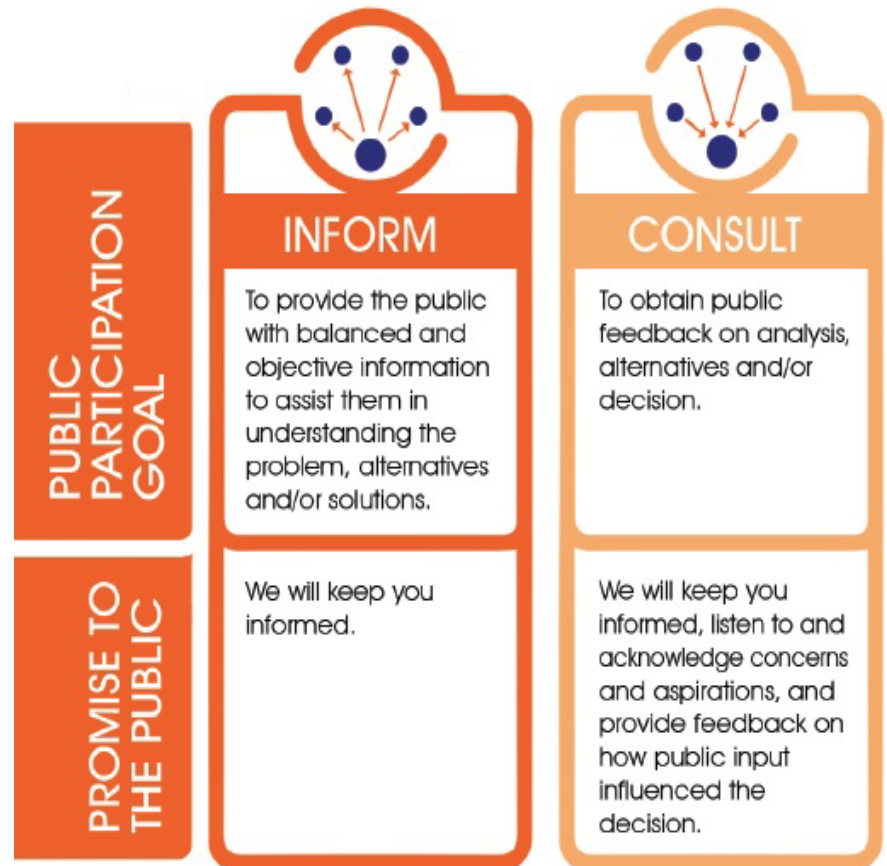
Where We're At

From Strategy to Plan
Challenges and Opportunities
Engagement Techniques
Engagement Approach
Interested and Affected Parties

From Strategy to Plan



Level of Engagement – IAP2



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iap2.org

Challenges and Opportunities

INCLUSIVE PROCESS

Challenge

- Encouraging broad and inclusive participation

Opportunity

- Recognize relationship building may only be partially achieved
- Reach out through community group networks
- Solicit feedback on engagement activities
- Vary method, location, and time commitment for input

COMPETING INTERESTS

Challenge

- Varying impacts create potential for competing interests and values, high emotion, interruptions to the process

Opportunity

- Include input methods to identify interest group perspectives as well as the larger public discourse
- Explain all input methods the Islands Trust must balance
- Share what was heard (in aggregate) to build transparency

COMPLEXITY / VOLUME OF INFORMATION

Challenges

- Specialized skills, language, and scope for policy work difficult to communicate
- The volume of information and feedback is overwhelming

Opportunity

- Communicate key project information in easy-to-digest, plain language formats
- Use visual representations to help convey complex ideas
- Organize long-form information for easy access

OUT-OF-DATE OR MISINFORMATION

Challenge

- Community concern about potential amendments leads to out-of-date or misinformation being circulated

Opportunity

- Proactively communicate project information
- Provide easy to digest project information that can be easily shared with and by the community

OUT-OF-SCOPE DISCUSSIONS

Challenge

- Community may want to discuss topics or processes that are not part of this review

Opportunity

- Be clear about expectations for public engagement, and identify decisions being made to focus discussion on meaningful and usable input

COVID-19 ONGOING CHANGES

Challenges

- In-person events are not permitted or are severely limited.
- Rules/advice on public gathering changes rapidly

Opportunity

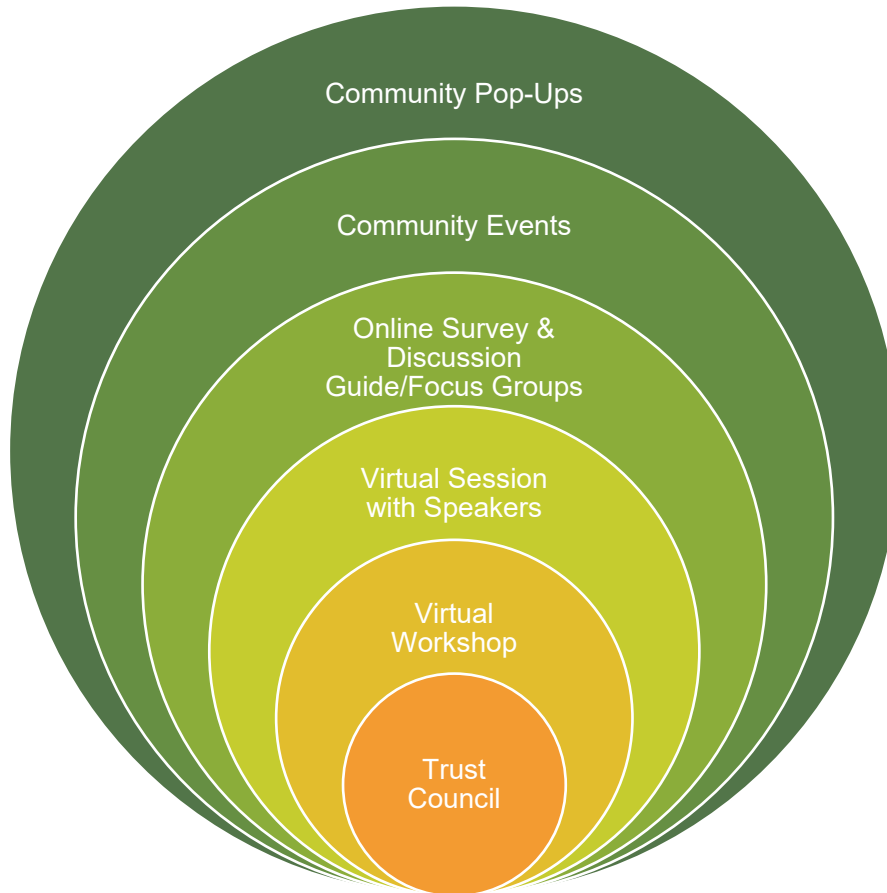
- Include a mix of in-person, low/no-contact methods, and virtual input opportunities to minimize what may need to change
- Communicate any changes with as much notice as possible (noting gathering restrictions are not within the control of the Islands Trust)

Engagement Techniques

	Relationship Building	Time Commitment by Participants	Staff Resourcing	Scheduled Time/Day	Self-paced	Activity-based Input	Dialogue-based Input	Self-selected Participation	Recruited Participation
Focus-Groups (8)									
Virtual Learning Session (1)									
Virtual Community Workshop (1)									
Community Events (13)									
Pop-Up Community Events (14)									
Online Survey/ Discussion Guide (1)									

By employing multiple types of input opportunities as part of a single plan you can best leverage the strengths of any one engagement technique into a holistic understanding of community input.

Engagement Approach



Orbits of Participation¹

- Participants can move between levels of participation over the life of the project²
- Levels of participation help participants balance interest with capacity to be involved
- Providing opportunities at varying levels of participation helps prevent the core team from becoming overwhelmed

1. Orbits of Participation model developed by Lorenz Aggens
2. <https://wegner-trainer.com/project/levels-of-participation>

Interested and Affected Parties

External Groups or Organizations

- Business, Commerce, and Tourism
- Agriculture Groups and Associations
- Environmental Groups and Organizations
- 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

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.

Note: A parallel, early, and meaningful engagement process continues with First Nations governments, Treaty Alliances, and Tribal Councils.

we heard

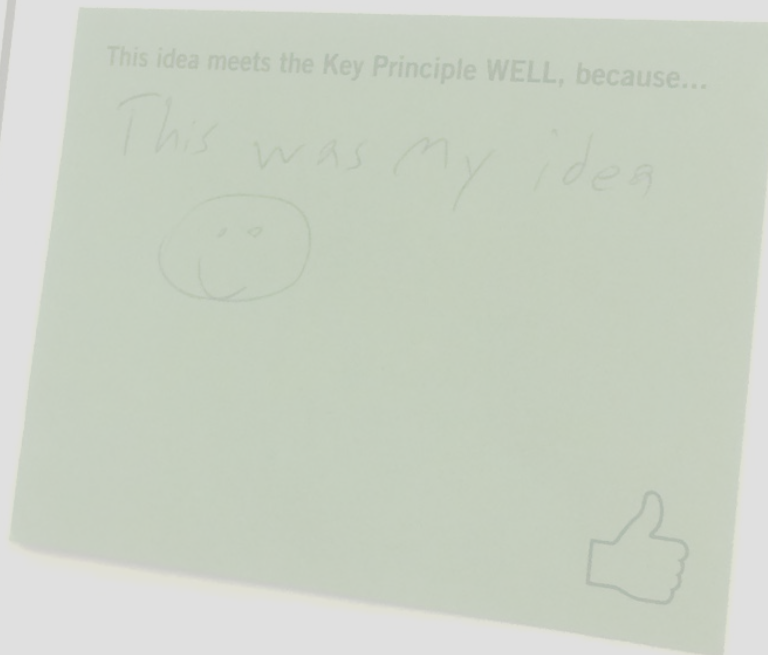
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Where We're Going

Anticipated Timeline
Evaluation, Monitoring and Reporting
Next Steps

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From Engagement Plan to Implementation

Anticipated Timeline*

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

**Timeline shown here reflects revisions following discussion at Jan. 12, 2022, Executive Committee Meeting*



Evaluation, Monitoring, and Reporting

Evaluation and Monitoring

- **Evaluation by Participants**
 - Event questionnaires
 - Online feedback and commenting
- **Evaluation by Facilitators**
 - Post-event/session verbal debriefs
- **Evaluation by the Project Team**
 - Post-event/session verbal debriefs
 - End-of-project Lessons Learned Session

Reporting

- **Final Engagement Plan Report**
 - Includes:
 - Describes engagement activities
 - Key feedback themes
 - Verbatim public input
 - Summary of correspondence and delegations received in late 2021 and early 2022



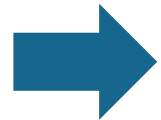
Next Steps

Engagement Strategy Development

- Completed

Engagement Planning

- Completed



We are
here

Detailed Event/Activity Plans + Materials Production

- January 2022

Conduct Engagement Activities

- February to *April 2022

Reporting

- *May 2022

**Dates shown here reflect revision to anticipated timeline following discussion at Jan. 12, 2022, Executive Committee Meeting*





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Engagement Advisor



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Thank you!

