STAFF REPORT

File No. 6500-20

DATE OF MEETING:	September 11, 2025	
TO:	Salt Spring Island Local Trust Committee	
FROM:	Chris Buchan, A/Island Planner Salt Spring Island Team	Chris Hutton, Regional Planning Manager
SUBJECT:	Major Projects: Quarterly Update –September	

RECOMMENDATION

1. **That the Salt Spring Island Local Trust Committee endorse the proposed Work plan and Engagement Strategy.**

REPORT SUMMARY

This quarterly update presents:

- The consultants refined work plan and communications and engagement plan (C&E plan), updated after APC review.
- A summary of APC direction and how staff incorporated that feedback into the revised documents.
- Current schedule status and the risks of additional delays on an already ambitious timeline and on consultant budget allocations.
- A funding note regarding the Firesmart community funding and supports program, including current eligibility requirements and a future pathway if the LTC wishes to pursue that opportunity.
- An update of incoming community correspondence received relating to the OCP/LUB project.

The revised work plan sets a phased path from early community visioning and initial OCP policy development through drafting core OCP elements, formal OCP introduction and LUB alignment, and bylaw adoption, targeting completion through summer 2026. The C&E plan describes how awareness, input, reporting, and monitoring will occur with an emphasis on equity and accessibility.

BACKGROUND

On August 7, 2025, the Project Advisory Planning Commission (APC) reviewed the draft Work Plan and C&E Plan. After discussion, the APC resolved to refer the materials back to staff and the consultant team for revisions to address concerns recorded in the minutes. Staff and the consultant reviewed the minutes and have incorporated changes into the attached revised documents.

The OCP-LUB update advances housing options and housing equity while protecting the environment, supporting climate resiliency, and respecting First Nations rights and interests. The refined plans provide the roadmap and engagement approach to deliver that work.

1. Refined Communications and Engagement Plan

What it is
The C&E Plan is the project's roadmap for awareness, input, reporting back, and monitoring across all phases. It outlines methods, timing, and responsibilities for in-person and online engagement, with clear checkpoints to show how community input informs policy. It is designed to avoid confusion with the separate Islands Trust Policy Statement process and keeps messages aligned.

What it is built on

- The 2024 OCP-LUB engagement strategy previously endorsed by the LTC, now refined for this project phase.
- Equity and accessibility commitments that meet people where they are and reduce barriers for seniors, working families, renters, youth, newcomers, unhoused residents, and others who are often underrepresented.
- The IAP2 Code of Ethics for inclusive, transparent, and respectful engagement.
- A 2021 Statistics Canada community profile to tailor communications and questions.
- Coordination with the Policy Statement amendment project to align timing and messages.

How it works now (Fall 2025)
Phase 1 engagement runs in September and October 2025 to support targeted community visioning and early OCP development. Scheduled items include:

- Project website updates, press release, and social media posts (September 12 to October 24).
- Mail outs and posters (target September 18).
- Online survey (September 19 to October 24).
- Farmers market pop ups (September 20 and 27), library community storybook, and tailgate micro pop ups.
- Kitchen table workbooks and interactive displays as accessible, low-barrier tools.
- Reporting and monitoring with participation metrics and demographics after each round.

2. Detailed Consultant Work plan

What it is
The Work Plan is a high-level roadmap with phases, major tasks, deliverables, and a flexible timeline. It moves from targeted visioning and initial OCP policy development, to drafting core OCP elements, to formal OCP introduction with LUB alignment, and to adoption. It uses adaptive scheduling to respect Indigenous protocols, seasonal patterns, regulatory steps, and emerging issues. Target completion is summer 2026, with regular check ins to adjust as needed.

What it is built on

- Project Terms of Reference and Islands Trust governance and decision processes.
- Relationship-based work with First Nations and interest holders, and integration of prior studies and engagement to build rather than duplicate.
- Ongoing alignment with the Islands Trust Policy Statement amendments to avoid conflicts at adoption.

Key deliverables and timing

- **Phase 1 (Aug 2025–Apr 2026):** Technical Review Summary and Policy Gap Analysis to APC in October; Summary of Engagement Findings to APC in November; Draft Revised Vision, General Goals, and Residential Objectives to APC in November.

- **Phase 2 (spans to Apr 2026):** GIS-based land use analysis; growth framework; updated Development Permit Areas including an interface resilience DPA concept; full draft core OCP elements to APC in December; public information sessions and validation in early 2026.
- **Phase 3 (early to mid 2026):** OCP introduction and engagement on LUB themes; memo on short, medium, and long term LUB alignment opportunities; draft LUB regulations and mapping; anticipated OCP bylaw introduction March 2026.
- **Phase 4 (mid to late 2026):** Public hearings anticipated late June or early July 2026, followed by adoption steps.

3. Timeline Status Update

Current status
We remain on track to start Phase 1 engagement and early policy development in September and October 2025, as described in the C&E Plan. Staff and the consultant have integrated APC feedback without altering the core fall schedule.

Risk Assessment: Further revisions or extended pauses will compress late 2025 and early 2026 tasks, including delivery of the Technical Review Summary, Policy Gap Analysis, and Draft Vision and Goals, and will increase pressure on subsequent drafting and engagement windows. This may lead to cost pressure against consultant budget allocations and could push Phase 2 activities later into 2026. Staff will report promptly if scope or schedule adjustments become necessary.

4. Funding Streams

FireSmart Community Funding and Supports Program
Staff explored this program to help fund development of a wildfire protection Development Permit Area as part of the OCP-LUB update. The granting body advised that to qualify, applicants must have:

- 1) a FireSmart position,
- 2) participation in a Community FireSmart and Resiliency Collaborative, and
- 3) an accepted Community Wildfire Resiliency Plan or Community Wildfire Protection Plan.

Salt Spring Island does not currently meet these prerequisites, so an application cannot proceed now. The LTC may wish to consider establishing these prerequisites to access future opportunities. Staff will continue to scan for grants related to climate and wildfire resilience that can complement planned work. It should be noted that this grant carries multiple intakes and a future intake could be considered before the end of the project. Given that the development of a Wildfire Hazard DPA is a later deliverable, this is likely better timing.

Risk Assessment: Undertaking engagement as presented requires considerable staff time and resources, but reflects the budget allocation for this portion of the project. LTC should be aware that due to this project and other staffing shortages, other aspects of Salt Spring's work load, delays in application processing may occur. Staff will report promptly if cost adjustments should be considered.

5. Incoming Community Reports

Staff have received three submissions from the community relating to the OCP/LUB project. These submissions have been received for consideration as part of a Policy Gap Analysis in Phase 2. The

scope of that deliverable includes a review of these documents and seeks to incorporate aligning content. It is anticipated that this will lead to a greater understanding of where gaps are. As this project advances, we further consider legislative requirements, available local government tools, engagement results, and best practices to develop feasible policies. Inclusion of these and other third-party documents in this review are a commitment to gather local knowledge and information. These reports have been shared with the consultant for review, and are included on the project website in the Project core reports summary once draft forms are fully finalized.

ISSUES AND OPPORTUNITIES

Advisory Planning Commission Comments

The Project Advisory Planning Commission (PAPC) met and discussed the project documents on August 7, 2025. In that discussion, the PAPC commented on a range of helpful suggestions:

- Clarify roles and identity of consultants and include the contract terms of reference.
- Provide a list of key background documents and outline how prior work will be used.
- Use plain language for technical terms and provide clarity on engagement constraints and risks.
- Ensure targeted engagement for seniors and working age residents and consider major employers as partners; include renters, unhoused, and other underrepresented groups.
- Review prior community surveys to avoid duplication.
- Clarify APC involvement and First Nations engagement support.

The APC resolved:

> **It was MOVED and SECONDED,**
> that the Advisory Planning Commission refer the Workplan and Engagement Strategy back to staff and the consultant team for revision to address the concerns raised during the meeting and recorded in the minutes.
>
> **CARRIED**

How APC feedback was addressed

The consultant has presented a revised work plan and communications and engagement plan for LTC consideration. Edits have been made prior to LTC meeting to ensure changes are captured and no delays occur which would impact the overall project timeline. Major changes include revisions to ensure plain and accessible language, a rationale column being added to each engagement activity, and subtle consultant branding ensuring transparency. The Communications and Engagement Plan also notes that engagement will be refined as the process goes on and we identify what works and what does not work to ensure that engagement a broad cross-section of the community. Refer to Attachment 2 & 3 for a full view of the changes made.

UPCOMING MILESTONES

- **September 12–October 24:** Phase 1 awareness and engagement activities, including social media, posters, and online survey.

- **September 20 and 27:** Farmers market pop ups and community storybook at the library; tailgate micro pop ups.
- **September 25:** Next scheduled APC meeting (summary of LTC and Phase 1 APC engagement)
- **October 16, 2025:** Technical Review Summary and Policy Gap Analysis to APC.
- **November 2025:** Summary of Engagement Findings to APC; Draft Revised Vision, General Goals, and Residential Objectives to APC.
- **December 2025:** Draft core OCP components to APC.

Next Steps Required

- LTC endorsement of the revised Work Plan and C&E Plan.
- Launch Phase 1 engagement and early OCP policy work in September and October 2025.
- Report back on participation metrics, APC feedback, and deliverables scheduled for October and November.

Submitted By:	Chris Buchan, A/Island Planner	August 20, 2025
Concurrence:	Chris Hutton, Regional Planning Manager	September 4, 2025

Attachments:

1. Project Workplan
2. Revised Communications and Engagement Plan - Blackline
3. Revised Communications and Engagement Plan – For consideration

Attachment 1

Salt Spring Official Community Plan and Land Use Bylaw Amendment Project

Workplan Overview



August 7, 2025

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1. Nature of this Work Plan

1.1. Workplan Overview

The Work Plan serves as a high-level roadmap for the Salt Spring Official Community Plan and Land Use Bylaw Amendment Project, outlining the key stages, deliverables, and general timelines required to successfully complete this planning initiative. The plan provides a structured framework for achieving the project's primary goal of updating the Official Community Plan (OCP) and amending the land use bylaw to increasing housing options and housing equity on Salt Spring Island, while integrating First Nations engagement, ecosystem integrity, and climate change resiliency considerations.

1.2. Timeline Philosophy

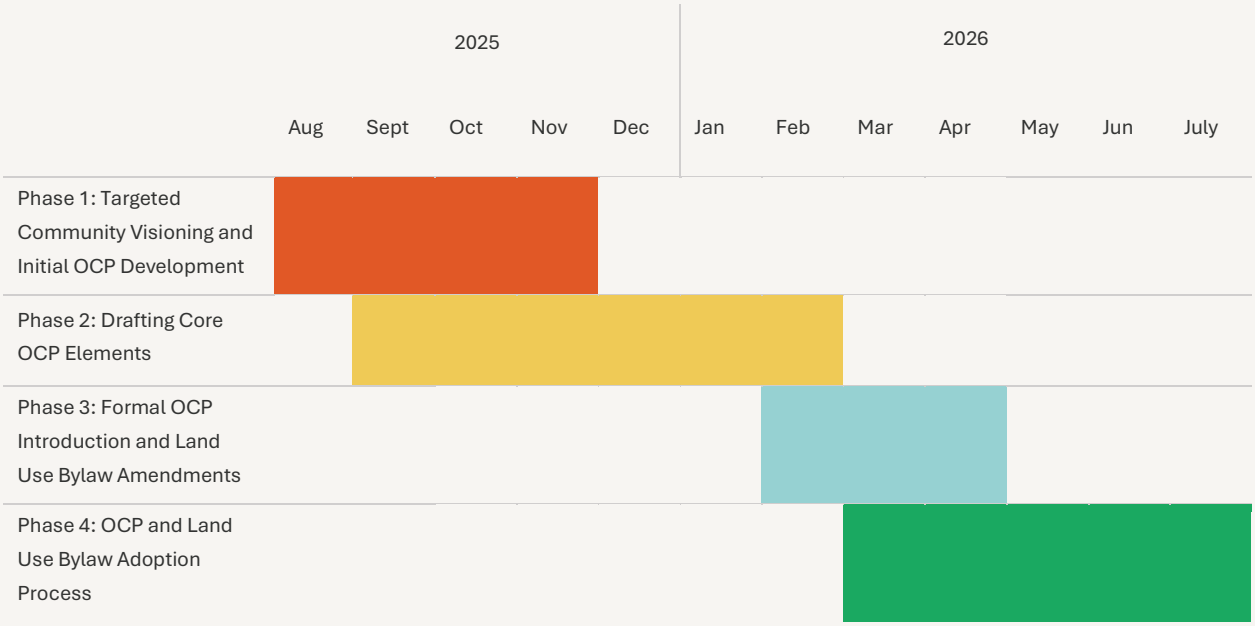
The timelines presented in this Work Plan are intentionally designed as general guidance rather than rigid deadlines, recognizing the dynamic and iterative nature of comprehensive planning processes. This flexible approach acknowledges that:

- **Community engagement** may reveal priorities or concerns that require additional time for proper consideration and response
- **First Nations consultation** processes must be conducted at a pace that respects Indigenous protocols and allows for meaningful dialogue
- **Technical analysis and policy** development may uncover complexities that require more detailed investigation
- **Regulatory and approval processes** may have timing requirements that necessitate schedule adjustments
- **Seasonal considerations and community availability** may influence optimal timing for engagement activities
- **Emerging issues or opportunities** may arise that warrant incorporation into the planning process

This adaptive timeline approach ensures that the project maintains momentum while providing the flexibility necessary to deliver high-quality outcomes that truly reflect community needs and values. Regular check-ins with Islands Trust staff, the Project Advisory Planning Commission (PAPC), and the Local Trust Council (LTC) will allow for proactive schedule adjustments as needed.

1.3. Moving at the Speed of Trust

The Work Plan has been developed to integrate with existing Islands Trust governance structures and decision-making processes and include ongoing collaboration with Islands Trust staff throughout all phases of the project. Recognizing that Salt Spring Island has its own unique context as the largest and most populated of the Gulf Islands, this Work Plan acknowledges the island's exceptionally engaged community and the wealth of knowledge that already exists. Numerous organizations, community groups, and agencies have completed valuable studies, research, and engagement processes that represent important contributions to understanding Salt Spring's challenges and opportunities. Work throughout this project is designed to build upon and integrate these existing efforts, ensuring that previous work is respected and leveraged rather than duplicated, while creating space for new voices and perspectives to contribute to the planning process. Section 2 of this document provides a more detailed breakdown of the project timeline that is anticipated to conclude in summer of 2026.



1.4. First Nations and Interest Holder Engagement

This project recognizes relationship-building work that Islands Trust has undertaken with First Nations and other key interest holders throughout the Trust Area. Rather than operating as an isolated planning exercise, this OCP and land use bylaw amendment process is understood as one component of Islands Trust's broader, ongoing commitment to meaningful reconciliation and collaborative governance with Indigenous communities whose territories encompass Salt Spring Island. The engagement approach is designed to support established relationships in a positive and constructive manner.

2. Work Plan

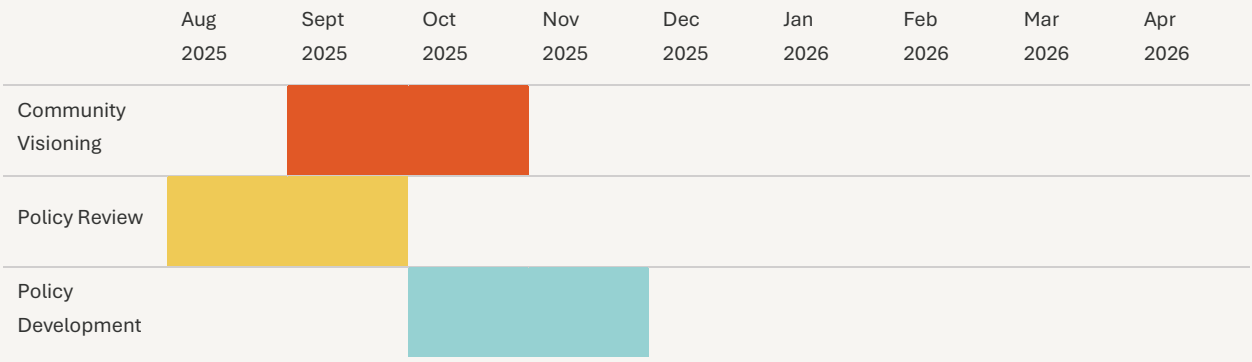
2.1. Phase 1: Targeted Community Visioning and Initial OCP Development

Following endorsement of the Work Plan and Community Engagement & Communications Plan, the project will move into its first major substantive phase: **Targeted Community Visioning and Initial OCP Development**. This phase represents the core policy development work of the project, where community aspirations are transformed into actionable planning and policy frameworks. The intended approach is to integrate targeted community visioning with systematic policy review and development to ensure the resulting OCP amendments reflect both local values, interest holder input, and technical best practices.

Through engagement and iterative policy refinement, we will work with the community to begin the work of crafting a clear vision for Salt Spring Island's future that addresses housing needs while protecting the island's unique character. We understand that successful policy development requires building bridges between diverse perspectives - from addressing immediate housing challenges to preserving environmental values.

By combining community visioning with initial OCP policy development, we will ensure that the vision developed through community engagement directly informs policy writing, creating a connection between public and interest holder input with technical documentation. This approach moves from broad visioning to detailed policy development while maintaining consistent community involvement throughout.

2.2. Phase 1 Anticipated Timeline



2.3. Phase 1 Key Deliverables Outline

This phase of the project will produce several critical deliverables that establish the foundation for all subsequent policy development work. Throughout this phase, comprehensive community engagement activities will be conducted as outlined in the Community Engagement & Communications Plan, ensuring that all interest holders have meaningful opportunities to contribute to the visioning process and provide input on emerging policy directions.

A **Technical Review Summary Report** will provide an assessment of the current OCP and supporting documents, identifying strengths to build upon and areas requiring updates to address contemporary housing challenges and regulatory requirements. The report will be supplemented with reference to the wider planning body of knowledge with focus on BC Local Government best practices. Building from this technical foundation, the **Policy Gap Analysis** will systematically examine disconnects between current policy intentions and implementation tools, highlighting where regulatory frameworks may be hindering housing development or failing to achieve stated community objectives. Both reports are essentially backgrounders that present a technical review and a gap analysis of the current policy documents and help guide engagement and point to areas of potential policy updates. *These two reports will be provided to the PAPC in October and include one-page summaries that can be shared publicly to provide important background info based on findings*.

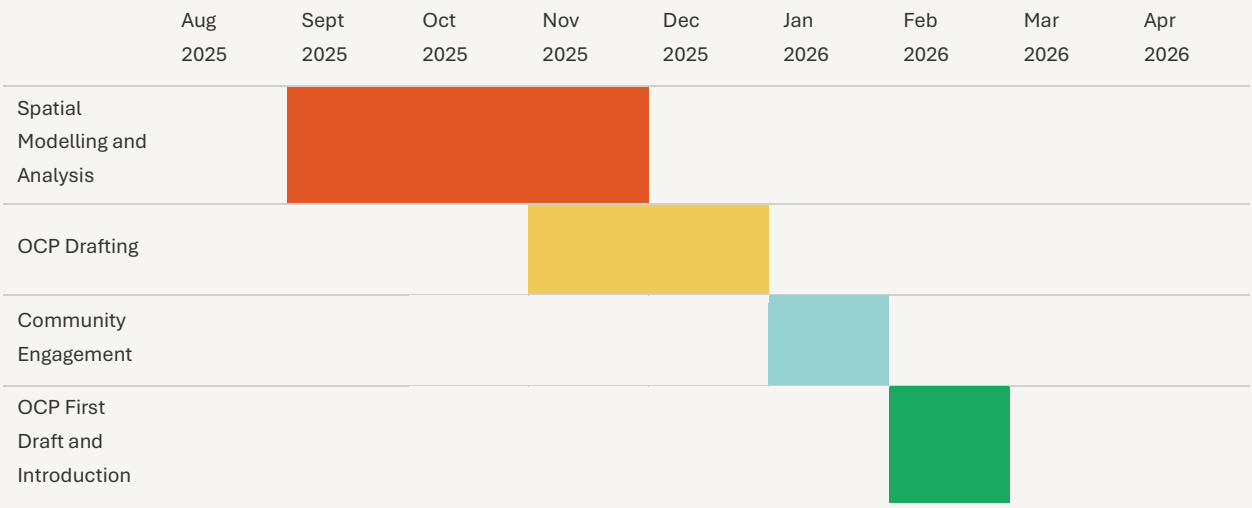
The **Summary of Engagement Findings (engagement activities are outlined in a separate** Communications **and Engagement Plan)** will document all community input received during this phase, analyzing themes, priorities, and areas of consensus or tension that will inform ongoing policy development. This summary will demonstrate how community voices have been integrated into the technical work and identify areas requiring additional engagement in subsequent phases. *The summary reports will be provided to the PAPC in November*.

The core deliverable of this phase is the development of **Draft Revised Vision, General Goals, and Residential Objectives** that reflect both the community's aspirations and the technical requirements for effective housing policy. These foundational policy elements will be developed through iterative community engagement and refined based on stakeholder input to ensure they capture Salt Spring Island's unique character while addressing housing equity goals. *A draft of the Revised Vision, General Goals, and Residential Objectives will be provided to the PAPC in November*.

2.4.Phase 2: Drafting Core OCP Elements

Building upon the foundational work completed in the initial phase, this critical stage focuses on translating community vision and policy analysis into comprehensive OCP amendments that will guide Salt Spring Island's development for the next decade. This phase represents the technical heart of the project, where spatial analysis, policy development, and community engagement converge to create a policy and planning framework that balances housing needs with environmental protection and community values.

2.5.Phase 2 Anticipated Timeline



2.6.Phase 2 Key Deliverables Outline

Central to this phase is the development of **GIS modeling for land use analysis** that will inform evidence-based policy decisions. Our technical team will create comprehensive spatial models that integrate ecological data, infrastructure capacity, hazard mapping, and growth projections to identify optimal locations for different types of housing development. These models will incorporate climate change considerations, ecosystem connectivity corridors, and interface wildfire risk to ensure that land use designations support both housing objectives and environmental resilience. The GIS analysis will also model development scenarios to test the capacity of proposed land use designations to meet projected housing needs while respecting environmental constraints.

Technical drafting work will produce complete **core OCP components** including a refined Vision statement that captures Salt Spring's unique character and housing aspirations; comprehensive General and Residential Goals and Objectives that provide clear policy direction; and a detailed Policy Framework addressing housing, climate adaptation, environmental protection, and

transportation integration. A particular focus will be placed on developing a **Growth Framework** (Land use designations and defined growth boundaries) as well as updating **Development Permit Areas**, including the creation of a new Interface Resilience DPA designed to address wildfire hazards while supporting appropriate housing development. *A draft of these components will be provided to the PAPC in December*.

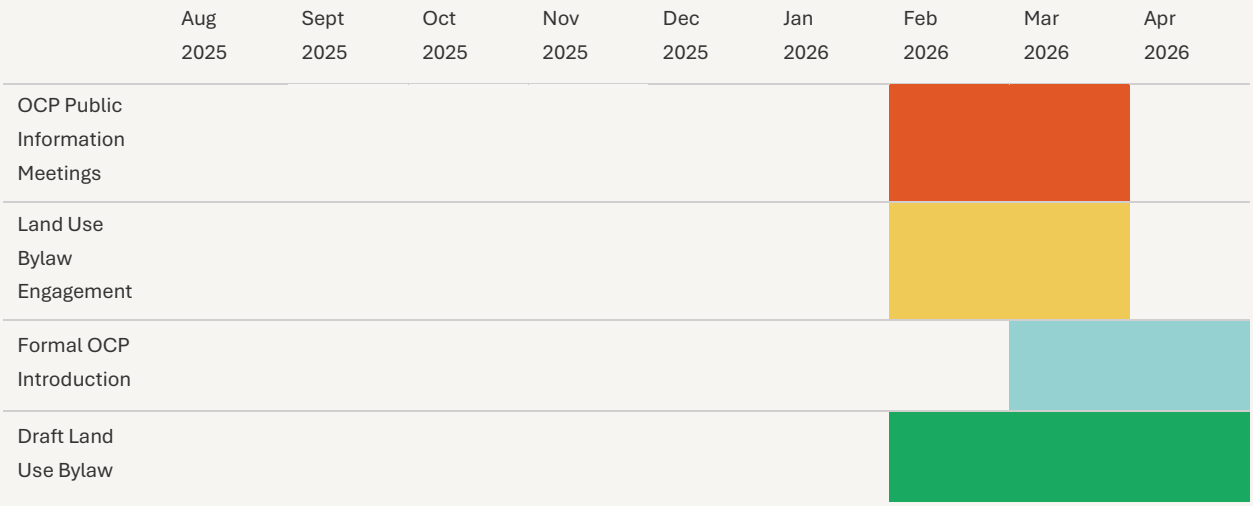
A **second round of community engagement** based on the conclusions and draft materials developed in the first phase and the draft core OCP components. This engagement will take an inclusive approach to verifying results from previous consultation while refining draft content through targeted community feedback. Rather than starting fresh, this engagement builds upon established relationships and previous input, allowing participants to see how their contributions have shaped emerging policy directions while providing opportunities to refine and enhance proposed approaches. *This work will take place in January 2026*.

This phase culminates in **presenting the full Draft OCP** to the PAPC and key decision-makers and partners, and Indigenous Governing Bodies. Throughout this process, we will maintain transparency by documenting how engagement shaped the plan.

2.7. Phase 3: Formal OCP Introduction and Land Use Bylaw Amendments

This pivotal phase marks the transition from OCP policy development to regulatory implementation, representing the critical bridge between high-level planning vision and on-the-ground development regulations. During this stage, the project shifts focus from policy creation to practical implementation tools, ensuring that the community's vision for housing equity and environmental protection can be effectively realized through clear, enforceable land use.

2.8. Phase 3 Anticipated Timeline



2.9. Phase 3 Key Deliverables Outline

Critical to this phase are **public information sessions designed to validate Phase 2 and 3 findings**, ensuring that the community can see how their input has been integrated into the final policy framework. These sessions will provide opportunities for participants to trace their contributions through the policy development process while confirming that the proposed OCP amendments accurately reflect community priorities and concerns. A key milestone involves **presenting the final draft in an information session to Ministry staff seeking initial "approval in principle"**. This proactive engagement with provincial authorities helps identify any potential compliance issues while demonstrating the thoroughness of the planning process. Securing preliminary Ministry support strengthens the foundation for successful formal approval following Local Trust Council adoption. *Initiating LTC adoption and bylaw referral of an OCP amendment bylaw is anticipated in March 2026*.

A major focus of this phase also involves **launching comprehensive community engagement on LUB themes**, shifting attention from broad policy directions to specific regulatory mechanisms. This engagement will focus on practical implementation questions including zoning categories, density allowances, development standards, and regulatory procedures that will govern how housing development actually occurs on Salt Spring Island. By engaging the community on these technical details, we ensure that the regulatory framework will be both effective and supported by those who will be most directly affected by its implementation. *Engagement on this item is anticipated in February or March 2026*.

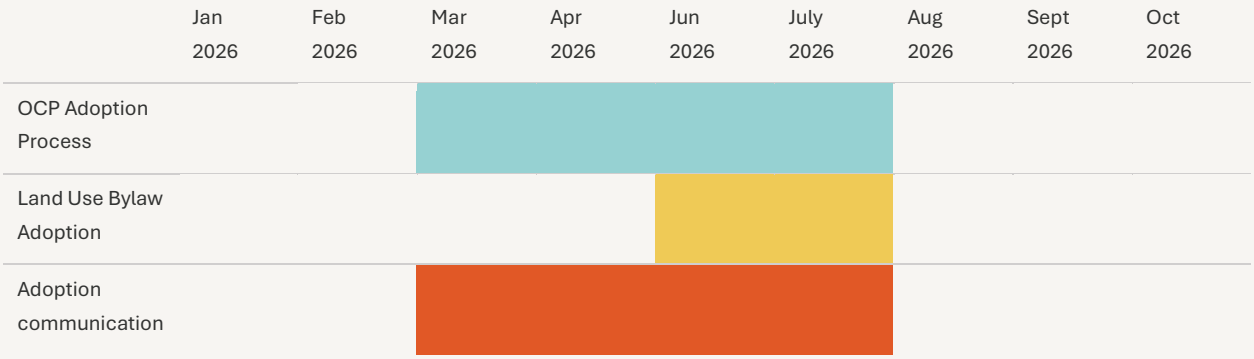
A **Memo Outlining Short-, Medium-, and Long-term LUB Alignment Opportunities** will provide Islands Trust with a strategic roadmap for OCP implementation, identifying regulatory changes that can be made to support housing objectives, as well as more complex amendments that will require extended development and consultation processes. *It is anticipated that this item will be presented to the PAPC in March 2026*.

Drafting comprehensive Land Use Bylaw regulations, mapping, and development permit areas that directly implement the updated OCP policies will follow. This work will translate high-level policy statements into specific, enforceable regulations that provide clear guidance for developers, property owners, and staff. *The goal is the land use amendment bylaws will reflect policies developed through the robust OCP process and the PAPC will review draft changes in March and April of 2026*.

2.10. Phase 4: OCP and Land Use Bylaw Adoption Process

The final phase represents the culmination of the entire process, where community vision, technical analysis, and regulatory frameworks converge into formally adopted planning documents that will guide Salt Spring Island's development for years to come. This phase is concerned with procedural requirements and legal compliance.

2.11. Phase4 Anticipated Timeline



2.12. Phase 4 Key Deliverables Outline

The adoption process begins with careful **preparation of the OCP for final presentation to key interest holders**, with particular attention to ensuring that **adequate information has been shared with Indigenous Governing Bodies prior to public release of the final draft**. Working closely with Islands Trust staff, we will coordinate timing and communication protocols to respect Indigenous consultation requirements and provide appropriate opportunities for meaningful input before documents become public. This proactive approach demonstrates respect for government-to-government relationships while ensuring that Indigenous perspectives are properly integrated into the final planning framework. *This process must be flexible and adaptable.*

Formal introduction of the OCP will begin before introduction of the Land Use Bylaw amendments. This ensures a level of community and decision-maker comfort with the OCP direction prior to considering the regulatory changes of the land use bylaw. Once the OCP has received second reading, the **Land Use Bylaws will be introduced.** *Introduction is expected to happen in early June.*

A key component for both bylaws will be a **public hearing**. For OCP amendments, the public hearing focuses on broad policy directions, land use designations, and community vision elements, allowing residents to comment on how the plan reflects their values. Land Use Bylaw public hearings examine the specific regulatory mechanisms that will implement the OCP policies,

including zoning categories, density provisions, development standards, and permitted uses that will directly govern how properties can be developed. *It is anticipated that the public hearings will be held in late June or Early July of 2026.* Adoption would follow the public hearing with the appropriate consideration by the Islands Trust Executive Committee.

3. Islands Trust Policy Statement

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 goals and 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 Salt Spring's local planning initiatives. 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 planning 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.

4. Conclusion

This Workplan lays out the steps for updating Salt Spring Island's Official Community Plan (OCP) and Land Use Bylaw. The goal is to support more housing options while protecting Island character and value, including its environment and community. The process includes working closely with residents, First Nations, and other important voices, and will move forward in phases. Each phase builds on community feedback, staff analysis, and ongoing engagement to make sure the final plans reflect local needs and values.

By summer 2026, the project aims to deliver a new OCP and updated land use rules that help guide responsible growth, support housing equity, and stay aligned with the broader goals of the Islands Trust



Attachment 2

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 BOḰEĆEN, Cowichan Tribes, K'ómoks, Lyackson, MÁLEXEŁ, Qualicum, scəẃaθən, səlilwətaɬ, SEMYOME, shíshálh, Sḵwxwú7mesh, Snaw-naw-as, Snuneymuxw, Songhees, Spune'luxutth', ST̓ÁUTW̱, Stz'uminus, ɬaʔəmen, Ts'uubaa-asatx, Wei Wai Kum, We Wai Kai, W̱ JOŁEŁP,W̱SIḴEM, Xeláltxw, Xwémalhkwu, Xwsepsum, and xʷməθkʷəy̓əm 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.

~~1.1.~~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 guild 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.

~~1.2.~~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.

~~1.3.~~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.

16% Residents commute by active modes other than a vehicle

4.7% Dwellings were built in 2016-2021

47% 1st or 2nd generation immigrants

80% Occupied private dwelling were built before 2000

Employment and Labour Force



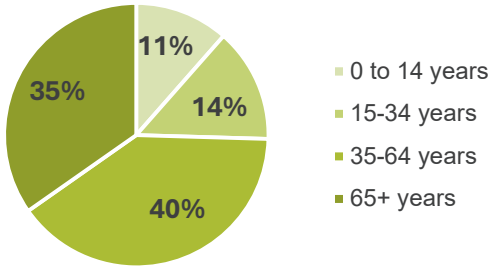
...most common employment sectors

12%
- Professional, Scientific, & Technical Services

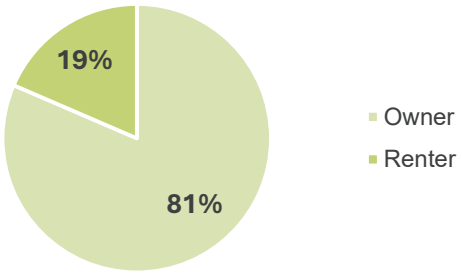
12%
- Construction

11%
- Retail Trade and Healthcare and Social Assistance

Age Characteristics



Home Ownership vs Renters



~~1.4.~~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.

~~1.5.~~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.

~~1.6.~~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.

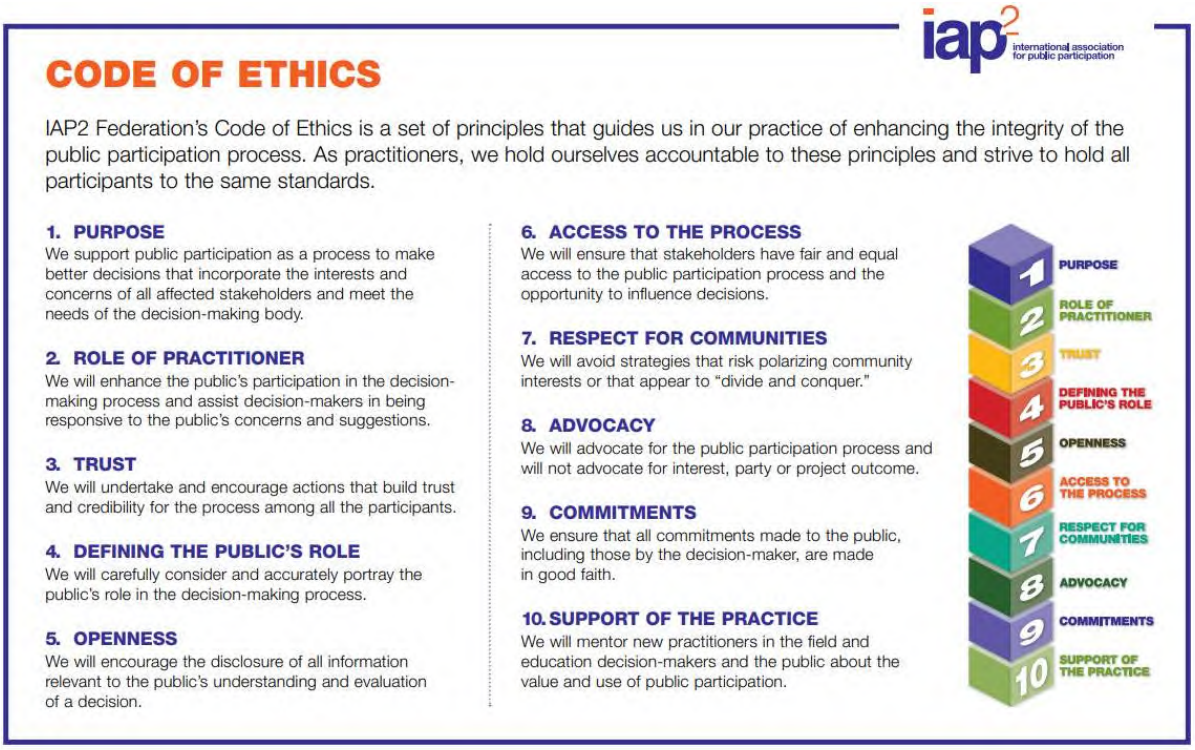


Figure 1: International Association for Public Participation Code of Ethics

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

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

		participate in an accessible and focused way.	
Sept. 17th & 18th	**Tailgate talks micro-pop ups**	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.	**ML** (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**
Phase 2 Marketing *(Inform, Consult, Involve, & Collaborate)*	Early-Mid 2026	**Press release**	Brief project update, details on upcoming engagement opportunities, QR code to the project website.	**ML** (copy) **IT Staff** (branding, distribution) ML will work with IT staff to build a distribution list that includes community partners, non-profits, and groups.
		Social media	Weekly / biweekly posts. Recommended dates to be provided in copy by McElhanney.	**ML** (copy), **IT Staff** (posting)
		Community partner amplification	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.	**IT Staff, APC, Trustees**
		In-community posters	Posted throughout the community with project information, details on upcoming engagement	**IT Staff, Trustees** (distribution) **ML** (copy and design, printing and delivery)

			opportunities and QR code link to the online survey.	
Phase 2 Engagement *(Inform, Consult, Involve, & Collaborate)*	Early-Mid 2026	**Survey**	Available online through SurveyMonkey or paper copies at events and in strategic community locations.	**IT Staff** (review, input paper copies*) **ML** (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.
		Policy in practice kitchen table workbooks	Self-guided engagement tool that helps small groups (e.g., families, friends, neighbours) discuss project ideas and provide feedback in a comfortable, informal setting.	**IT Staff** (pick up / drop off locations) **ML** (copy, design)
		In-community interactive display (with online component)	Interactive wall display at the Recreation Centre that includes activities, details on upcoming engagement opportunities, and QR code link to the online survey.	**IT Staff** (review, distribution) **Recreation / multi-use facility staff** (to monitor) **ML** (copy, design)
		Tailgate talks & micro-pop ups	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.	**ML, IT Staff** (to host, as and when)
		Community Open House Information Sessions (final)	1-2 in-person engagement sessions to share preliminary OCP policy and gather feedback on possible refinements.	**IT Staff** (to host) **ML** (copy, design, to host)

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

			speak about the process and provide information to local listeners.	
Phase 3 Engagement	Late 2026	**In-community interactive poster series**	Posted throughout the community with polls and comment box options. Link to the online survey.	**IT Staff** (review and distribution) **ML** (copy and design using supplied branding, printing and delivery)
		Jane's walk (inclusive)	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.	**IT Staff, ML** (to host and record feedback)
		Digital stories submission series	Submission portal available on the project website where community members can share their experiences and area stories.	**IT Staff** (to monitor)
		Micro-pop ups	Host small booths/tables at pre-planned public events promoting the project and engagement opportunities.	**IT Staff** (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
Indicators	• Engaged participants express satisfaction and understanding of how their input will influence project outcomes • Participants provide relevant and productive feedback
Metrics	• Number of people attending in-person engagement • Number of people provided feedback online • Number of social media views and interactions • Participant demographics
Method of obtaining feedback	• Submissions to online inputs (survey, interactive polls) • Boards, activities at in person events • Facilitator listening (w/ documentation)

Table 3 - Communications Team & Roles

Title	Organization	Name	Role
Islands Trust Project Manager	Islands Trust	Chris Hutton, Regional Planning Manager	Review/approve all project communication materials and assist with engagement activities / events.
Islands Trust Communication Support	Islands Trust	Morgana van Niekerk, Communications Specialist	Review communication and engagement materials.
Consultant Project Manager	McElhanney	Tyler Brown, Senior Planner	Lead alignment of engagement with overall process.
Consultant Engagement Lead	McElhanney	Sandra Borton, Facilitation and Engagement Specialist	Responsible for project communication and engagement activities. Final review before documents or deliverables submission.
Consultant Engagement Support	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 8th to October 24th. 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 *(weekly event; other dates include September 23/30; October 7/14/21; also occurs on Thursday nights)*	Folk Country Open Mic Night 7:00-10:00pm Salt Spring Legion, 120 Blain Road Country/Folk Open Mic with Sherry Leigh Williams – Gulf Island Events *Community activity*	Open mic night at the Legion. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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 *(biweekly event; other dates include September 25; October 15)*	Knit Purl Community 5:00-7:00pm Public Library Knit Purl Community | Salt Spring Island Public Library *Community activity*	Knitting event. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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 *(weekly event; other dates include September 24; October 1/8/15/22)*	Swing Dancing 6:00-8:30pm Salt Spring Legion, 120 Blain Road Salt Spring Swing Dancing – Gulf Island Events *Community activity*	Swing dancing lessons. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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.	• Table / chairs • Display boards • Link to online survey	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take

(weekly event; other dates include September 25; October 4/9/16/23)	Mother Goose | Salt Spring Island Public Library *Community activity*	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 Moby's Pub Thursday Night Live – Gulf Island Events *Community activity*	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.	• Table / chairs • Display boards • Interactive activities • Link to online survey	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 STEAM Programs | Salt Spring Island Public Library *Community activity*	Hands-on Lego and robotics program. Opportunity to engage youth and parents/caregivers.	• Table / chairs • Display boards • Link to online survey	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 Neighbourhood Story Time | Salt Spring Island Public Library *Community activity*		• Table / chairs • Display boards • Link to online survey	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 Writing in Community | Salt Spring Island Public Library *Community activity*	Weekly 'write-in' event. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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)*	Saturday Farmers Market 9:00-3:00pm Centennial Park, Ganges Plan Your Perfect Holiday on Salt Spring Island | Salt Spring Market | Salt Spring Market *Formal event*	Weekly farmers market Opportunity to engage community members in a comfortable, familiar environment. Large event to reach more participants.	• Booth (tables / chairs) • Display boards • Interactive activities • Link to online survey	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.
Monday September 22 *(weekly event; other dates include October 6/20)*	Toastmasters Club Meeting 7:00pm In-person: Community Program Room, Public Library | Virtual: Zoom Toastmasters Club Meeting | Salt Spring Island Public Library *Community activity*	Toastmasters club. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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 25 *(monthly event; other date includes October 23)*	Library Book Club 1:00-3:00pm Public Library Library Book Club | Salt Spring Island Public Library *Community activity*	Monthly book club. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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 26	Convergence Festival 2:00-10:30pm Creekside parking lot, outside Mateada Convergence Festival is coming! *Formal event*	Downtown festival with live music, activities, food stalls, kids zone. Large community event where we can engage with residents of all ages and backgrounds.	• Booth (tables / chairs) • Display boards • Interactive activities • Link to online survey	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

				of participants engaged and total responses received.
Sunday September 28	Apple Festival 9:00-5:00pm Fulford Hall, Ganges Salt Spring Apple Festival - Welcome To Apple Heaven *Formal event*	Annual apple harvest festival. Large community event where we can engage with residents of all ages and backgrounds.	• Booth (tables / chairs) • Display boards • Interactive activities • Link to online survey	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.
Sunday September 28	Salon Sundays at Stonewell Farm 12:00-7:00pm 1852 Fulford-Ganges Rd Salon Sundays – Gulf Island Events *Formal event*	Small festival with live music, open mic, food. Community event where we can engage with residents of all ages and backgrounds.	• Booth (tables / chairs) • Display boards • Interactive activities • Link to online survey	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 October 2	Poetry Open Mic 7:00-9:00pm Community Program Room, Public Library Poetry Open Mic | Salt Spring Island Public Library *Community activity*	Open mic night. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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.
No date / Anytime	Tailgate Popups Early AM – 5:00-7:00am *Informal engagement*	Opportunity to meet and engage with trades workers who are unable to attend events during work hours.	• Table / chairs • Display boards • Link to online survey	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.

	Ferry Lineup Engagement Rush hour AM/PM *Informal engagement*	Opportunity to meet and engage with working professionals who are unable to attend events during work hours.	• Display boards (if possible) • Link to online survey	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.

Attachment 3

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 BOḰEĆEN, Cowichan Tribes, K'ómoks, Lyackson, MÁLEXEŁ, Qualicum, scəẃaθən, səlilwətaɬ, SEMYOME, shíshálh, Sḵwxwú7mesh, Snaw-naw-as, Snuneymuxw, Songhees, Spune'luxutth', ST̓ÁUTW̱, Stz'uminus, ɬaʔəmen, Ts'uubaa-asatx, Wei Wai Kum, We Wai Kai, W̱ JOŁEŁP,W̱SIḴEM, Xeláltxw, Xwémalhkwu, Xwsepsum, and xʷməθkʷəy̓əm 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 guild 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.

16% Residents commute by active modes other than a vehicle

4.7% Dwellings were built in 2016-2021

47% 1st or 2nd generation immigrants

80% Occupied private dwelling were built before 2000

Employment and Labour Force



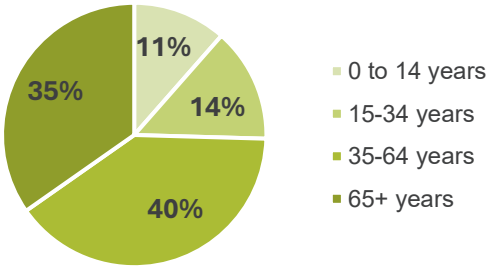
...most common employment sectors

12%
- Professional, Scientific, & Technical Services

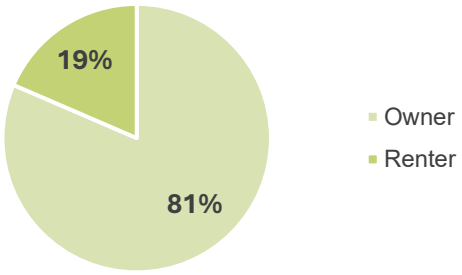
12%
- Construction

11%
- Retail Trade and Healthcare and Social Assistance

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.

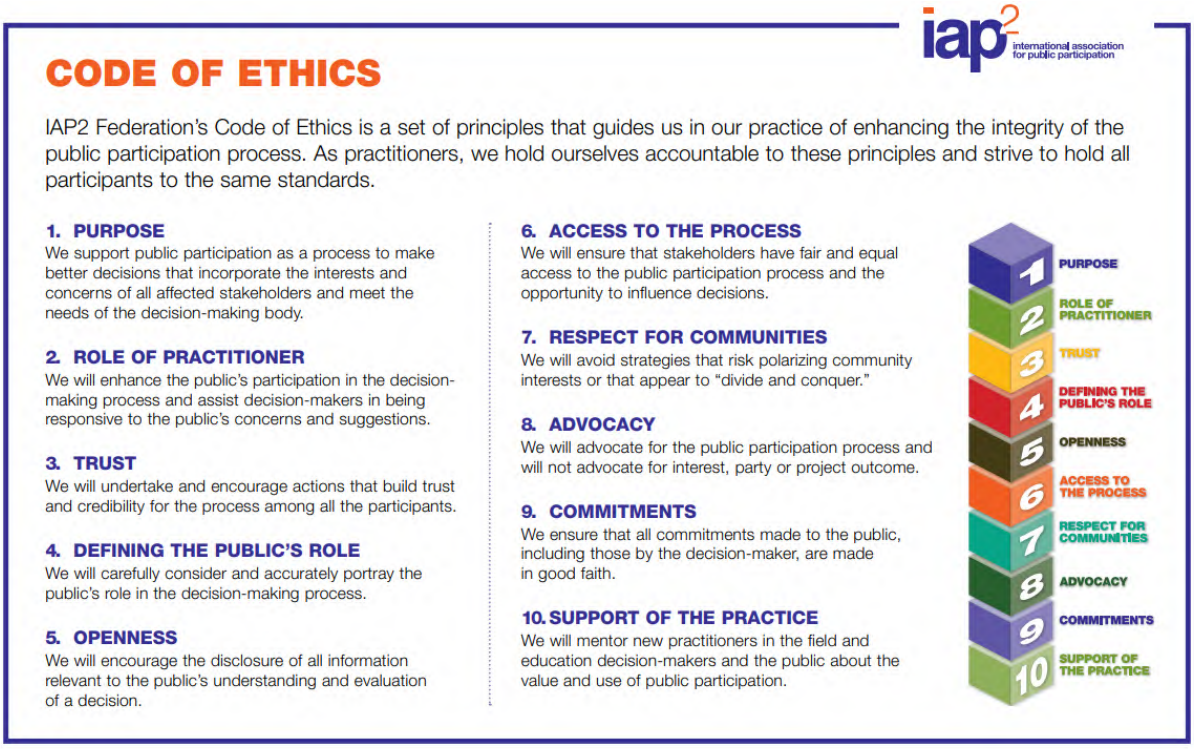


Figure 1: International Association for Public Participation Code of Ethics

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

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

			participate in an accessible and focused way.	
	Sept. 17th & 18th	**Tailgate talks micro-pop ups**	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.	**ML** (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**
Phase 2 Marketing *(Inform, Consult, Involve, & Collaborate)*	Early-Mid 2026	**Press release**	Brief project update, details on upcoming engagement opportunities, QR code to the project website.	**ML** (copy) **IT Staff** (branding, distribution) ML will work with IT staff to build a distribution list that includes community partners, non-profits, and groups.
		Social media	Weekly / biweekly posts. Recommended dates to be provided in copy by McElhanney.	**ML** (copy), **IT Staff** (posting)
		Community partner amplification	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.	**IT Staff, APC, Trustees**
		In-community posters	Posted throughout the community with project information, details on upcoming engagement opportunities and QR code link to the online survey.	**IT Staff, Trustees** (distribution) **ML** (copy and design, printing and delivery)
Phase 2 Engagement	Early-Mid 2026	**Survey**	Available online through SurveyMonkey or paper copies at	**IT Staff** (review, input paper copies*) **ML** (copy, upload)

(Inform, Consult, Involve, & Collaborate)		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.
	Policy in practice kitchen table workbooks	Self-guided engagement tool that helps small groups (e.g., families, friends, neighbours) discuss project ideas and provide feedback in a comfortable, informal setting.	**IT Staff** (pick up / drop off locations) **ML** (copy, design)
	In-community interactive display (with online component)	Interactive wall display at the Recreation Centre that includes activities, details on upcoming engagement opportunities, and QR code link to the online survey.	**IT Staff** (review, distribution) **Recreation / multi-use facility staff** (to monitor) **ML** (copy, design)
	Tailgate talks & micro-pop ups	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.	**ML, IT Staff** (to host, as and when)
	Community Open House Information Sessions (final)	1-2 in-person engagement sessions to share preliminary OCP policy and gather feedback on possible refinements.	**IT Staff** (to host) **ML** (copy, design, to host)

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

			provide information to local listeners.	
Phase 3 Engagement	Late 2026	**In-community interactive poster series**	Posted throughout the community with polls and comment box options. Link to the online survey.	**IT Staff** (review and distribution) **ML** (copy and design using supplied branding, printing and delivery)
		Jane's walk (inclusive)	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.	**IT Staff, ML** (to host and record feedback)
		Digital stories submission series	Submission portal available on the project website where community members can share their experiences and area stories.	**IT Staff** (to monitor)
		Micro-pop ups	Host small booths/tables at pre-planned public events promoting the project and engagement opportunities.	**IT Staff** (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
Indicators	• Engaged participants express satisfaction and understanding of how their input will influence project outcomes • Participants provide relevant and productive feedback
Metrics	• Number of people attending in-person engagement • Number of people provided feedback online • Number of social media views and interactions • Participant demographics
Method of obtaining feedback	• Submissions to online inputs (survey, interactive polls) • Boards, activities at in person events • Facilitator listening (w/ documentation)

Table 3 - Communications Team & Roles

Title	Organization	Name	Role
Islands Trust Project Manager	Islands Trust	Chris Hutton, Regional Planning Manager	Review/approve all project communication materials and assist with engagement activities / events.
Islands Trust Communication Support	Islands Trust	Morgana van Niekerk, Communications Specialist	Review communication and engagement materials.
Consultant Project Manager	McElhanney	Tyler Brown, Senior Planner	Lead alignment of engagement with overall process.
Consultant Engagement Lead	McElhanney	Sandra Borton, Facilitation and Engagement Specialist	Responsible for project communication and engagement activities. Final review before documents or deliverables submission.
Consultant Engagement Support	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 8th to October 24th. 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 *(weekly event; other dates include September 23/30; October 7/14/21; also occurs on Thursday nights)*	Folk Country Open Mic Night 7:00-10:00pm Salt Spring Legion, 120 Blain Road Country/Folk Open Mic with Sherry Leigh Williams – Gulf Island Events *Community activity*	Open mic night at the Legion. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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 *(biweekly event; other dates include September 25; October 15)*	Knit Purl Community 5:00-7:00pm Public Library Knit Purl Community | Salt Spring Island Public Library *Community activity*	Knitting event. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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 *(weekly event; other dates include September 24; October 1/8/15/22)*	Swing Dancing 6:00-8:30pm Salt Spring Legion, 120 Blain Road Salt Spring Swing Dancing – Gulf Island Events *Community activity*	Swing dancing lessons. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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.	• Table / chairs • Display boards • Link to online survey	1-2 staff or volunteers for setup/takedown and to engage community members to answer questions or take

(weekly event; other dates include September 25; October 4/9/16/23)	Mother Goose | Salt Spring Island Public Library *Community activity*	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 Moby's Pub Thursday Night Live – Gulf Island Events *Community activity*	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.	• Table / chairs • Display boards • Interactive activities • Link to online survey	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 STEAM Programs | Salt Spring Island Public Library *Community activity*	Hands-on Lego and robotics program. Opportunity to engage youth and parents/caregivers.	• Table / chairs • Display boards • Link to online survey	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 Neighbourhood Story Time | Salt Spring Island Public Library *Community activity*		• Table / chairs • Display boards • Link to online survey	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 Writing in Community | Salt Spring Island Public Library *Community activity*	Weekly 'write-in' event. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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)*	Saturday Farmers Market 9:00-3:00pm Centennial Park, Ganges Plan Your Perfect Holiday on Salt Spring Island | Salt Spring Market | Salt Spring Market *Formal event*	Weekly farmers market Opportunity to engage community members in a comfortable, familiar environment. Large event to reach more participants.	• Booth (tables / chairs) • Display boards • Interactive activities • Link to online survey	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.
Monday September 22 *(weekly event; other dates include October 6/20)*	Toastmasters Club Meeting 7:00pm In-person: Community Program Room, Public Library | Virtual: Zoom Toastmasters Club Meeting | Salt Spring Island Public Library *Community activity*	Toastmasters club. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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 25 *(monthly event; other date includes October 23)*	Library Book Club 1:00-3:00pm Public Library Library Book Club | Salt Spring Island Public Library *Community activity*	Monthly book club. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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 26	Convergence Festival 2:00-10:30pm Creekside parking lot, outside Mateada Convergence Festival is coming! *Formal event*	Downtown festival with live music, activities, food stalls, kids zone. Large community event where we can engage with residents of all ages and backgrounds.	• Booth (tables / chairs) • Display boards • Interactive activities • Link to online survey	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

				of participants engaged and total responses received.
Sunday September 28	Apple Festival 9:00-5:00pm Fulford Hall, Ganges Salt Spring Apple Festival - Welcome To Apple Heaven *Formal event*	Annual apple harvest festival. Large community event where we can engage with residents of all ages and backgrounds.	• Booth (tables / chairs) • Display boards • Interactive activities • Link to online survey	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.
Sunday September 28	Salon Sundays at Stonewell Farm 12:00-7:00pm 1852 Fulford-Ganges Rd Salon Sundays – Gulf Island Events *Formal event*	Small festival with live music, open mic, food. Community event where we can engage with residents of all ages and backgrounds.	• Booth (tables / chairs) • Display boards • Interactive activities • Link to online survey	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 October 2	Poetry Open Mic 7:00-9:00pm Community Program Room, Public Library Poetry Open Mic | Salt Spring Island Public Library *Community activity*	Open mic night. Opportunity to engage community members in a comfortable, familiar environment.	• Table / chairs • Display boards • Link to online survey	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.
No date / Anytime	Tailgate Popups Early AM – 5:00-7:00am *Informal engagement*	Opportunity to meet and engage with trades workers who are unable to attend events during work hours.	• Table / chairs • Display boards • Link to online survey	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.

	Ferry Lineup Engagement Rush hour AM/PM *Informal engagement*	Opportunity to meet and engage with working professionals who are unable to attend events during work hours.	• Display boards (if possible) • Link to online survey	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.