



# Salt Spring Island

## Project Advisory Planning Commission

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### AGENDA

**Date: Thursday, January 29, 2026**

**Time: 9:00 a.m.**

**Location: Salt Spring Island United Church – Upper Hall, 111 Hereford Avenue**

**1. AGENDA** **Pg. 1**

1.1 Approval of Agenda

**2. MINUTES OF PREVIOUS MEETINGS** **Pg. 2**

*Please propose amendments to the draft minutes as worded resolutions in writing to be presented at the meeting.*

2.1 Draft Minutes of the December 16, 2025 Meeting – For Adoption

**3. BUSINESS ITEMS** **Pg. 7**

3.1 Review Communications and Engagement Plan

**4. OTHER BUSINESS**

**5. ADJOURNEMENT**



## Salt Spring Island Project Advisory Planning Commission Minutes of a Regular Meeting

**Date of Meeting:** Tuesday, December 16, 2025

**Location:** United Church, Upper Hall Meeting Room  
111 Hereford Avenue, Salt Spring Island

**Members Present:** Eric March, Chair  
Robert Steinbach, Commissioner  
Riley Donovan, Commissioner  
Anne Gunn, Commissioner  
Maxine Leichter, Commissioner  
John Cade, Commissioner

**Regrets:** Tim Hiltz, Commissioner

**Staff Present:** Chris Hutton, Regional Planning Manager  
Carly Bilney, Recorder (electronic)

**Others Present:** Laura Patrick, Local Trustee (electronic)  
Kevin Brooks, McElhanney Consultant Engagement Lead (electronic)

### 1. AGENDA

Chair March called the meeting to order at 9:21 a.m. He acknowledged that the meeting was being held on the territory of the Coast Salish First Nations.

#### 1.1 Approval of Agenda

The following comments were made:

- A commissioner requested that an update be given on a motion made at the previous Project Advisory Planning Commission (PAPC) meeting, and the Planner indicated that an update would be provided later in the meeting.
- A commissioner commented that the PAPC Terms of Reference do not include evaluating a possible review of the Official Community Plan and emphasized a need to focus on the task that has been referred; another commissioner suggested a need to clarify that the task of the PAPC is to comment on consultation strategies.
- A commissioner commented that the role of the PAPC is to ensure diverse opinions are reflected.
- The consultant indicated that the presentation today will provide context on the project's progress, and that the material provided to Commissioners includes an update on the process to inform the next stages of engagement.

A suggestion was made to change Item 3.2 General Discussion to General Discussion about Public Consultation.

**By general consent** the agenda was adopted as amended.

## **2. MINUTES OF PREVIOUS MEETINGS**

### **2.1 Draft Minutes of the September 18, 2025 Meeting – For Adoption**

**It was MOVED and SECONDED,**  
that the Advisory Planning Commission accept the minutes as presented.

**CARRIED**

## **3. BUSINESS ITEMS**

### **3.1 Review presentation, Kevin Brooks – McElhanney**

Kevin Brooks introduced himself and provided a high level presentation to the PAPC to explain where the process is and to describe the next steps of engagement. He commented on the need for the consultants and the PAPC to work together as a team. The following comments were made:

- A commissioner noted that many community members view Development Permit Areas as regulations, and the consultant explained that they are guidelines that allow discretion in decision making (compared to zoning bylaws that establish clear rules); the commissioner suggested this be given consideration in communications with the public.
- The consultant commented that a longer workshop with the PAPC is proposed for January to determine how best to provide recommendations to the Local Trust Committee in a timely fashion; he also commented on the goal to have a draft vision and guiding principles by the end of January, as well as additional engagement materials .

### **3.2 General Discussion about Public Consultation**

The following comments were made:

- In response to a question from a commissioner about why Bill 44 was included in the documents, the consultant noted that the Official Community Plan must consider the province's housing needs projections, but does not need to zone accordingly. (There is no consideration being given to mandating multi-unit housing developments on single family lots on Salt Spring.)
- The consultant commented on a need to clearly communicate to the public about the authority of the Official Community Plan and how it can help staff and Trustees administer decisions; he also described a need for input from the PAPC about how to frame questions to community members.

- A commissioner commented on the need to include material regarding the relationship between climate change resiliency and ecosystem integrity in communication strategies.
- The consultant noted there are various tools available in the communication strategy to achieve dialogue, and discussions with the PAPC in the new year will focus on trying to create effective engagements.
- The consultant noted the intent is to diversify members of the public to achieve inclusive engagement; he added that the engagement plan will identify interested parties that ought to be targeted, and the PAPC will have an opportunity to share feedback.
- A commissioner commented on the lack of up-to-date mapping of ecosystems and the consultant responded that updated mapping is a key strategy that can be targeted to allow for better ecosystem protection.
- A commissioner commented that it would help community discussions to define affordable and attainable housing.

Discussion ensued about the pros and cons of conducting engagement through a town hall process. The consultant suggested town halls are an excellent tool for communication, but not for policy development and noted the combination of engagement tools to be used is yet to be determined. Discussion continued and the following comments were made:

- The consultant commented that the additional funding that has been approved will be used for more engagement with the community.
- The consultant noted there is opportunity to be more effective in strategizing how to deliberately get information out in a timely fashion and on a more regular basis; he emphasized a need for people to understand what the information they are giving is going to be used for.
- A commissioner commented that the PAPC can be most useful to the consultants if the consultants provide more information about the process (how they intend to communicate, not just what they will communicate).
- The consultant commented that the intention is to bring the engagement plan to the PAPC to provide input on who should be engaged; he added that the plan would identify which tools should be used.
- A suggestion was made to begin setting up meeting dates immediately, and the consultant indicated that staff is working to schedule meetings until the end of April.

A commissioner proposed a motion to request a town hall and discussion continued about the merits of various communication tools. A commissioner noted there has been much feedback from community members about the lack of town hall opportunities. The consultant commented that in this context, the town hall is a communication tool that will not provide a diverse, cross-section of the community or help to develop the project.

It was moved and seconded that the Project Advisory Planning Commission recommends that the Local Trust Committee generate a town hall as part of an early stage of the engagement process. Discussion on the motion was held and the following comments were made:

- A commissioner expressed a preference for the consultants to propose communication tools in the engagement plan that the PAPC could then discuss rather than prescribe a particular format.
- A commissioner expressed a need for discussion and dialogue and suggested useful input cannot be accomplished from town halls.
- A commissioner commented on the fear of public speaking that inhibits some community members from participating in town halls.
- A commissioner suggested town halls are meant to inform members of the audience who hear the various opinions of the speakers as well as responses from experts.

The consultant described a hybrid town hall and workshop approach that allows for dialogue and education.

**It was MOVED and SECONDED,**

that the Project Advisory Planning Commission recommends that the Local Trust Committee generate a town hall as part of an early stage of the engagement process.

**DEFEATED**

**Commissioners Donovan and Leichter in support**

Discussion continued and a new motion was moved and seconded that the Project Advisory Planning Commission recommends that the Local Trust Committee hold a town hall early in the engagement process in a non-traditional, innovative table format designed by the consultants for review by the Project Advisory Planning Commission.

Discussion on the motion ensued and a commissioner expressed a preference for the consultants to design the engagement tool. The consultant explained that the engagement being discussed would include various tables each with a pre-designated facilitator to ensure discussions are adequately captured and shared with everyone at the workshop. He noted that this engagement tool will be integrated into the plan for the PAPC to review at the next meeting, and that a list of engagement tools can also be provided if necessary.

**It was MOVED and SECONDED,**

that the Project Advisory Planning Commission recommends that the Local Trust Committee hold a town hall early in the engagement process in a non-traditional, innovative table format designed by the consultants for review by the Project Advisory Planning Commission.

**CARRIED**

**4. OTHER BUSINESS – None**

**5. ADJOURNMENT**

**By general consent** the meeting adjourned at 11:02 a.m.

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Eric March, Chair

**CERTIFIED CORRECT:**

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Carly Bilney, Recorder

DRAFT



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

## Communications and Engagement Plan Phase 1 Supplemental Engagement



January 2026



**McElhanney**

Salt Spring Island Project Advisory Planning Commission  
January 29, 2026

7 of 18



*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 BOKÉĆEN, Cowichan Tribes, K'ómoks, Lyackson, MÁLEXEŁ, Qualicum, scə́wa θən, sə́lilwətał, SEMYOME, shíshálh, Skwxwú7mesh, Snaw-naw-as, Snuneymuxw, Songhees, Spune'luxutth', STÁUTW, Stz'uminus, łaʔəmen, Ts'uubaa-asatx, Wei Wai Kum, We Wai Kai, W JOŁEŁP, WSIKEM, Xeláltxw, Xwémalhwu, Xwsepsum, and x<sup>w</sup>mə θ k<sup>w</sup>əyəm 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 that gathers input and reflects the needs and values of community members.

This updated 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 mindfully work towards meeting housing needs. 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.

**This document is intended to supplement the fall 2024 Communications & Engagement Plan**

## 1.1. Phase 1, Round 1 Engagement – Fall 2025

This updated Engagement Plan builds on preliminary engagement visioning described in the 2024 Salt Spring Island OCP-LUB Update Community Engagement and Communications Strategy and the first phase of community engagement completed in fall 2025.

The initial phase provided feedback through multiple in-person events and online channels. This supplemental round is intended to gather more information from the community and will focus on targeted questions related to key policy areas such as housing and environment.

Successful policy development depends on bridging diverse perspectives to address immediate housing needs and preserve environmental values. This supplemental engagement strategy supports meaningful engagement to inform an updated OCP and LUB policy that reflects shared priorities and long-term goals.

## 1.2.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 (*Figure 1*). This is a driving factor in our recommendation for a supplemental engagement campaign in spring 2026.

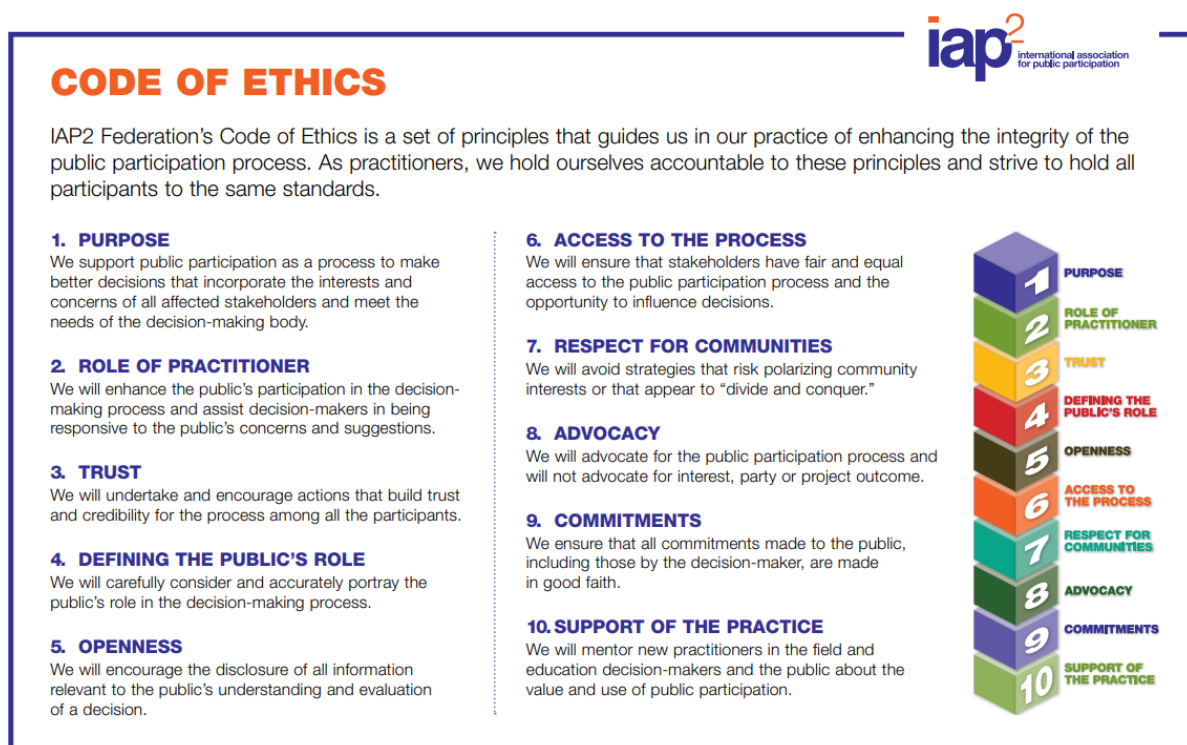


Figure 1: International Association for Public Participation Code of Ethics

### 1.3. 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 support so that everyone can 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.

## 1.4. Key Audiences

The Salt Spring Island community is recognized for its active civic spirit, with residents regularly sharing their insights to help shape local decisions. In this phase of engagement, we are committed to amplifying the voices that have historically been underrepresented, while also ensuring that local experts and knowledge holders contribute meaningfully to the process to foster an inclusive process and representative dialogue.

Phase 1 Engagement (Part 2) will strengthen outreach through targeted strategies that make participation more accessible and meaningful. This includes connecting with younger adults, renters, and individuals whose schedules or circumstances limit their ability to engage through conventional channels. We will also prioritize approaches that welcome participants from diverse backgrounds and lived experiences, including Indigenous peoples, racialized communities, newcomers, people with varied access needs, those facing economic or social barriers, and members of the 2SLGBTQ+ community.

To achieve this, we will use:

- Broad marketing efforts to raise awareness across the community using multiple channels.
- Specific targeted outreach to groups whose perspectives are essential to ensuring equity and inclusivity in community decision-making processes.
- Activities to encourage safe, at-home participation for those who prefer private or flexible engagement options.
- A process for submissions from knowledge-holding community groups, ensuring their expertise informs policy development.
- An event designed for structured idea sharing, mobilizing community ideas and gathering priorities and lived experiences related to each policy area.

By centering equity and transparency in our communications and activities, this approach seeks to create opportunities for a wide range of perspectives to inform the Official Community Plan and Land Use Bylaw.



## 2.Engagement Roadmap – Phase 1, Round 2 Spring 2026

This plan outlines the lead-up awareness marketing activities and engagement activities that will occur in Spring 2026. This approach is designed to be practical, transparent, and responsive to feedback received from the Islands Trust, project Advisory Committee, and the Salt Spring Island Land Trust Council.

Marketing activities will support engagement by raising timely awareness of the project purpose and intention, prepare audiences for informed participation in the update process, and outline the opportunities for community members to provide input. Engagement activities are purposed to collect input, perspectives, and local knowledge from the island community. Activities create structured opportunities for participants to share priorities, concerns, questions, and ideas that can inform project understanding and decision making to shape the Official Community Plan and Land Use Bylaw.

### 2.1. Timeline

The supplemental engagement period will occur in the spring of 2026. Marketing efforts will precede engagement and continue through the engagement period to create as much awareness as possible.

Marketing Period	February 23rd to March 30th, 2026
Engagement Period	March 9th to March 30th, 2026

## 2.2. Marketing

Marketing information will be launched in the weeks ahead of the engagement period. Marketing tools and channels are selected based on audience needs, accessibility, and local context. Materials will be plain language and consistent with project branding used in Phase 1 Part 1 engagement.

The goals of marketing are:

- Generate broad awareness of opportunities to participate in the OCP update process in ways that are accessible, inclusive, and safe for all community members.
- Build a shared understanding of what the Salt Spring Island OCP is and what function it services.
- Clarify why the current OCP needs to be updated and describe the intention of the update
- Provide information about specific policy areas (housing, environment) to prepare community members to participate.
- Provide information about procedural requirements, project sequencing, and timing of the project relative to the Islands Trust Object update project.

To achieve these goals, we will use the channels and tools outlined in section 2.2. Marketing Activities, designed to work with existing networks and communication systems currently in place. We will measure the success of marketing by tracking participation numbers, website and StoryMap visits, social media reach, and the proportion of participants who report learning about the engagement through marketing channels (we will ask at events and in digital engagement).

2.3. Marketing Activities

Table 1: Marketing Activities

Marketing Activities			
Method	Description	Production	Additional Notes
Project Website	Explanations & Visuals FAQ section	Drafted by ML, posted by IT, content will be posted on: <a href="https://islandstrust.bc.ca/island-planning/salt-spring/projects/salt-spring-official-community-plan-review/">https://islandstrust.bc.ca/island-planning/salt-spring/projects/salt-spring-official-community-plan-review/</a>	The project website serves as a central, reliable source for up-to-date information, timelines, and engagement opportunities. It allows interested participants to learn more at their own pace and supports transparency throughout the OCP process.
IT Social Media	Explainer videos / reels (5) Explainer posts (5) Advertise specific events (5) Ask a planner Q & A posts – series (5)	Scripted and narrated by ML, posted by IT Drafted by ML, posted by IT. Content to be launched through all IT social media channels and monitored / mediated by IT staff.	Social media allows timely, repeat exposure to OCP information through channels many community members already use daily. It supports easy sharing, broad reach, and quick direction to engagement opportunities and project resources.
Media Buys	Booked series in the Driftwood and Salt Spring Exchange	Coordinated by IT, ML will provide supporting copy and visuals. IT to place ad and make payment	IT to provide content guidelines and publication deadlines to ML. IT to provide update on budget and preferred distribution.
Mail Out	Promote in person events and ways to engage.	Copy provided by ML, printed and mailed by IT.	A mailed notice reaches households directly, including residents who may not use digital platforms or social media. It provides a tangible reminder of the OCP process and signals that participation is open to the entire community.
Posters in Community	Large size educational (2 posters, 2 sets) Small event & digital engagement advertising (3 posters – info, event schedule, ways to participate)	Drafted by ML, production coordinated by ML, paid by IT, put up in community by IT, PAPC. Small TYVEK posters to be put onto community notice boards throughout the island 1 of each type at each location, approximately 30 locations. Large posters in central, high traffic locations.	Posters placed in high-traffic community locations reach people in their everyday routines and reinforce awareness through visual presence. They are particularly effective for reaching residents who may not be connected to online channels.
Islands Trust Email Update	Initial introduction with event dates,	Drafted by ML, sent by IT	An email news blast delivers clear, concise information directly to subscribers who have opted in to receive updates. It is a cost-effective way to provide timely reminders and direct links to engagement activities.
Press Releases	To announce secondary engagement period Final 10 days of engagement period	Drafted by ML, shared by IT	A press release helps extend the reach of the OCP process through local media. It supports broader awareness and lends credibility and visibility to the project.
Email Outreach	Email circulated to list of community and non-profit organizations on Salt Spring Island.	List provided by IT (Interested and Affected Parties List), copy drafted by ML, sent by IT Questions and follow-up fielded by IT	Community group email blasts leverage trusted local networks to reach people who may not respond to general advertising. Messages shared through familiar organizations often feel more relevant and increase the likelihood of participation. This activity focuses on outreach by email to existing community groups and networks as a practical, low-barrier way to share information and invite participation from people who may not typically engage in formal processes. Outreach will be conducted through trusted connectors, such as family, cultural, service-based, and community organizations. We will use clear, respectful messaging that can be easily shared within their networks. Communications will emphasize choice and flexibility, highlighting multiple ways to participate and options that support privacy, safety, and varied levels of involvement. This approach supports broader awareness of the project while reducing barriers to participation for equity-deserving groups.
Story Map	Clear engaging and visual information about the project, engagement process, key timelines, and how and when people can participate.	Created and hosted by ML	A made-for Salt Spring Island StoryMap will present key information in a clear, visual, and easy-to-share format. By combining maps, images, and concise text, it will help people quickly understand the project, local context, and why their participation in the OCP update process is important. StoryMaps can be widely shared through email, social media, and community networks, building early awareness and supporting more informed participation in later engagement activities.
PAPC	Share through personal networks, amplify digital project content, assist with poster distribution. ML will provide a brief workshop on “how to be an engagement champion” (remotely).	PAPC	PAPC Committee members play an important role as champions for the OCP process by sharing participation opportunities through their personal and professional networks. By amplifying digital content and supporting on-the-ground outreach such as poster distribution, committee members help extend reach, build trust, and encourage broader community awareness and involvement in the update process.

2.4.Engagement Activities

This section describes the engagement strategy and the variety of methods that will be used to inform, involve, and gather input from community members and organizations on Salt Spring Island. Please note, plans are subject to refinement as additional information becomes available.

Table 2: Engagement Activities

Engagement Activities			
Activity	Details (date / time / location)	Lead / Responsibility	Description
In-person Community Ideas Workshop	March 14 <sup>th</sup> or 21 <sup>st</sup> / 9-11, 1-3pm / Fulford Community Hall (if available, tbc.)	ML staff (4) with IT staff (3-4) and PAPC volunteers	Two in person workshops (morning / afternoon) structured around facilitated small group discussion on specific policy areas related to the targeted nature of this update project. Event plans will be developed for this activity. This event is limited to maximum number of participants (TBD re: venue, and resourcing capacity).
Drop in open house (staffed, scheduled)	One per week during the engagement period, various locations.	Islands Trust Staff w/ ML provided materials	An informal small-scale event for community members can review project information, speak one on one with an Island Planner, and share feedback at their own pace.
Pub Nights at Moby's (tbc)	March 13 <sup>th</sup> and 20 <sup>th</sup> / Moby's Pup / 4- 7pm	ML staff (2) and IT staff (2)	An informal evening session where residents can drop in, review project information, and have conversations with the project team in a relaxed, familiar setting.
High School Classroom Engagement (tbc)	March 13 <sup>th</sup> / Gulf Islands Secondary School	ML staff (2)	Hosted just before spring break, this activity creates an interactive opportunity for local students to learn about the project and share their perspectives on issues that affect their community. Framed as a "future builders" workshop, activities will be designed to fit within a classroom setting, using participatory activities to gather input.
Kitchen Table Workbooks	Ongoing	ML staff will design workbooks and create digital versions. IT staff will print and make available at the IT office on Salt Spring Island. IT staff will collect completed workbooks and transfer responses to an Excel document shared with the project team.	"Host a gathering" plain language discussion guide designed to help small groups to have informed, focused conversation. Kit includes background information, clear prompts, and space to record ideas and discussion points, allowing the participants to share at their own pace and submit their input as part of the process. Guide will be available in print and digital forms, with submissions dropped off at the Islands Trust office. Content will be similar to content created for the in-person policy ideas workshop, so to invite participation from those not able to attend in person.
Vertisee Crowdsouse Site	Ongoing – digital	ML will create and host. ML responsible for downloading and processing data.	The Vertisee crowdsourced map will provide an interactive online space where community members can share place-based comments, ideas, and concerns by adding pins directly to a map, helping capture location-specific input in a clear and visual way.
Share your Vision – Digital upload	Ongoing – digital	Submissions made to IT email address, website, and StoryMap portal. IT staff to collate and share with ML staff via sharing platform (OneDrive / SharePoint) in a single folder.	This creative engagement activity invites community members to upload photographs, sketches, paintings, or other visual works that express their perspectives on specific prompts. Images will be reviewed by the project team; select images may be included in project reporting and future materials.
Interest Group Engagement (6)	Scheduled throughout engagement period	ML staff (2) – facilitator, planner	McElhanney will facilitate 6 1-hour long structured dialogue sessions (remote) with interest groups (up to 6 people per session, one group per session) that hold deep local knowledge and diverse perspectives on the policy areas relevant to the project, particularly housing and environment. These sessions are designed to create a respectful, focused space for groups to share experience, priorities, concerns, and ideas within the scope of what an OCP can achieve. Using guided discussion and clear objectives, we will explore how policies are experienced on the ground, identify opportunities and challenges, and test emerging directions. Participant groups will be suggested by IT staff and PAPC.
Submissions	Ongoing, digital and print	Submissions will be inventoried and collated by IT staff and shared with ML via sharing platform (OneDrive / SharePoint) in a single folder.	See note in section 2.4. Submissions to be made to <a href="mailto:ssiinfo@islandstrust.bc.ca">ssiinfo@islandstrust.bc.ca</a> . Email address will be included in marketing materials. Staff will inventory submissions on an Excel spreadsheet that includes a submission file number (unique reference number), date received, format, file location, submitter name, organization (if applicable), contact information (if provided). Staff will acknowledge receipt of the submission to the submitter, but no additional responses will be provided. ML staff will review submissions and identify relevant, policy-specific feedback, geographic reference, and key points for consideration in policy development and include a summary of submissions in the What We Heard Report. Submissions must be made within the engagement period for consideration.

2.5.Additional Considerations

Members of the public are welcome to provide written submissions at any point during the engagement process. All submissions received will be acknowledged, reviewed by the project team, and considered alongside other input gathered through engagement activities. In accordance with Islands Trust practices, submissions may form part of the public record and may be shared with decision-makers and included in meeting materials or reporting. Personal information will be handled in accordance with applicable privacy requirements. Themes, insights, and issues raised will be reflected in engagement reporting to help inform project understanding and policy development.

## 2.6. Information Analysis and Reporting

McElhanney will carefully inventory and collate all engagement inputs across channels into a single, well-organized record to document all feedback and prepare for reporting. This documentation step is extremely important: it creates a transparent, defensible account of what was heard, supports traceability between input and decisions, and provides a reliable foundation for analysis and reporting.

We will hold an internal facilitated working session focused on analysing and interpreting what we heard, discussing and testing implications for the project, and identifying how engagement outcomes could or should influence direction, priorities, and next steps. By collaboratively exploring questions such as “What does this tell us about priorities, concerns, or opportunities?” and “How should this shape next steps?”, the team can surface insights, align perspectives, and recommend policy direction. This process ensures that engagement is not just documented, but actively informs strategy and actions, maximizing the value of community input.

We will prepare a clear, well-structured engagement report that documents methods, participation, and findings, and links input directly to project decisions. The report will summarize key themes, questions, and identify points of alignment or tension for policy consideration. The report will also assess the effectiveness of the engagement against objectives and metrics (such as reach, diversity of participation, and quality of input), identify lessons learned and note any recommendations to inform future phases of the project.