

AGENDA ITEM NO: \_\_\_\_\_

MEETING DATE: \_\_\_\_\_

September 3, 2024

**STAFF REPORT – COVER SHEET**

SUBJECT: Official Community Plan Update  
Introduction

DATE: August 28, 2024

DEPARTMENT: Planning


PREPARED BY: Reuben Koole / mb

**1. SUMMARY OF ISSUE:**

The City of Chilliwack is beginning a review and update of the Official Community Plan following the award of the project contract to Modus Planning Design & Engagement Inc. This update has been required by the Provincial Government and is to be completed by the end of 2025. Staff have prepared a summary of the project including the work plan, tasks, and engagement activities.

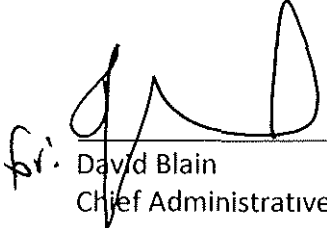
**2. RECOMMENDATION:**

That the report "Official Community Plan Update Introduction" dated August 28, 2024 be received for information. (Presentation)

  
\_\_\_\_\_  
Gillian Villeneuve  
Director of Planning

**3. CHIEF ADMINISTRATIVE OFFICER'S  
RECOMMENDATION/COMMENTS:**

Supports recommendation.

  
\_\_\_\_\_  
David Blain  
Chief Administrative Officer

## STAFF REPORT ON OFFICIAL COMMUNITY PLAN UPDATE INTRODUCTION

PREPARED BY:	<u>Reuben Koole</u>	DATE:	<u>August 28, 2024</u>
POSITION:	<u>Manager, Long Range Planning</u>	DEPARTMENT:	<u>Planning Department</u>

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### 1. BACKGROUND:

As part of legislative changes made in December, 2023, the Provincial Government required all local governments to update their Official Community Plan (OCP) by December 2025. In addition, Planning staff have identified the importance of reviewing the OCP in the context of other recent Provincial legislation changes, including small-scale multi-unit housing and transit-oriented areas.

A Request for Proposals (RFP) was issued on March 8, 2024, calling for proposals for conducting this Project. On June 4, 2024, Council awarded the contract to conduct the OCP update project to Modus Planning Design & Engagement Inc. (Modus).

Concurrently to this OCP update and through separate initiatives, the City is undertaking the following supporting projects that will contribute to the OCP review:

- Housing Needs Report update
- Design Guideline review
- Heritage Conservation Area creation

### 2. DISCUSSION:

#### 2.1 Project Overview

The City of Chilliwack is undertaking a review of the Official Community Plan to build on the policy and land use foundations from 2014, and update and align them with new directions in city building, particularly addressing changes in housing demands and provincial legislation. Since the creation of the current OCP, there have been shifts and changes impacting land use and planning, including:

- housing development shifting to infill in the urban area on the valley floor;
- demands on existing infrastructure increasing;
- agricultural land becoming more regulated;
- climate change and weather event risks increasing; and
- dramatically altered planning legislation.

The OCP update is an opportunity to articulate a vision for Chilliwack within this new context, and shape the next phase of Chilliwack's growth and evolution as a city. The City can use the

update to build on strengths, address weaknesses, and respond to growth pressures, community aspirations, and market trends. The following topics will guide the project:

- Undertake a broad and inclusive community engagement process
- Integrate plans from First Nations neighbours
- Create an urban structure framework to guide growth decisions
- Assess and delineate residential boundaries (urban / suburban / hillside / rural / etc.)
- Ensure land availability for continued growth in local employment
- Clarify study areas and land use designations in agricultural areas
- Align land uses in Neighbourhood Plans with each other and the OCP; and
- Develop a model / database of current and future population

## **2.2 Work Plan**

The overall work plan for the OCP update will occur from Summer 2024 through the end of 2025, and is broken into three stages: Stage 1 – Listen and Learn, Stage 2 – Explore Concepts, and Stage 3 – Create the Plan. A general description of the work included in each stage is summarized below.

### Stage 1 – Listen and Learn

Stage 1 focuses on gathering baseline information about the city, including demographics, population data, commercial and industrial inventory, and broad community input. Collectively, this work will provide a picture of the current state of Chilliwack, highlight the supply and demand of various land uses, and support conclusions about potential future directions. Illustrative tasks of work in this stage include:

- Reviewing existing plans and policies
- Reviewing land inventory and forecasting future employment needs
- Conducting broad engagement to gather ideas about the future
- Creating summary reports to document “what we learned”

### Stage 2 – Explore Concepts

Stage 2 focuses on using the background research results to create concepts for the future on a variety of topics, issues, and themes. These will be used to gather input about preferences for how Chilliwack should evolve and grow. Illustrative tasks of work in the stage include:

- Creating concepts to illustrate the future
- Engaging with a broad range of residents and stakeholders
- Creating summary reports about “what we heard”

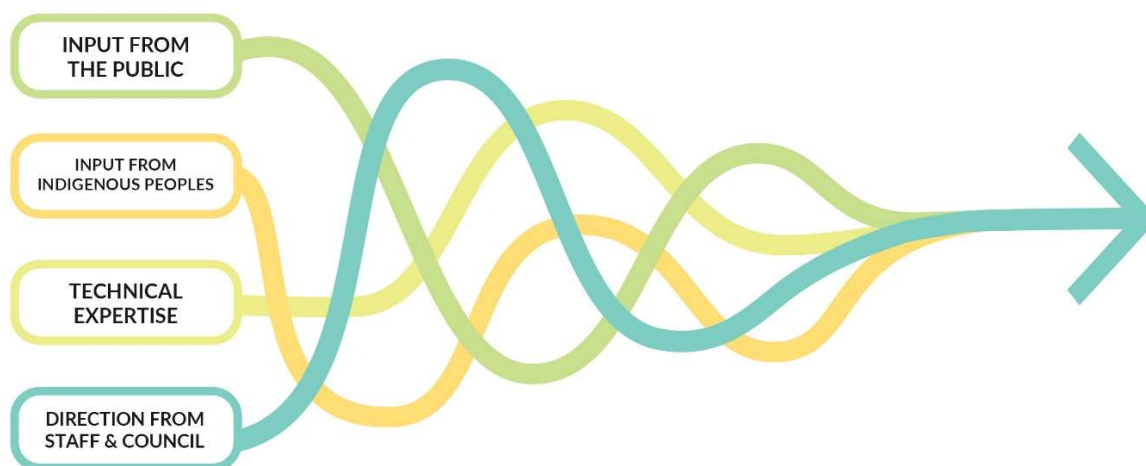
### Stage 3 – Create the Plan

Stage 3 focuses on creating a new OCP, building on what was learned in Stage 1 and what was heard in Stage 2. Illustrative tasks of work in this stage include:

- Conducting final engagement events
- Creating summary sheets about “how we’ll grow”
- Writing a new OCP with land uses, policies, maps, and implementation actions
- Integrate new design guidelines and heritage conservation area
- Completing a final bylaw adoption process, including referrals

## 2.3 Engagement

Throughout all of the work plan stages, a variety of engagement methods will be used to gather input from interest groups, residents, agencies and stakeholders. Modus uses an “engagement weave” diagram to illustrate how engagement and input represent one stream of information that is an important part of creating the final plan, along with technical planning work. These streams interact during the process, leading to insights and new ideas, without one single input or activity determining the outcome. At the end of the process, Council has the authority as elected decision makers to approve the final plan based on these streams and processes.



*The Engagement Weave*

A summary of the engagement objectives and activities for each stage of the work plan is provided below and a detailed engagement strategy for the project is included as Attachment A. The strategy will be reviewed updated between each stage of the process to stay as relevant as possible and respond to changes throughout the project.

Stage	Objectives	Activities
1. Listen & Learn	<ul style="list-style-type: none"> <li>• Raise awareness about OCP review</li> <li>• Build and strengthen relationships with community</li> <li>• Provide clear information about key issues and opportunities</li> <li>• Understand community hopes and aspirations for the future</li> </ul>	<ul style="list-style-type: none"> <li>• First Nations meetings</li> <li>• Online survey</li> <li>• Workshops</li> <li>• Pop-ups with community ambassadors</li> <li>• “Go to them” events</li> </ul>

2. Explore Concepts	<ul style="list-style-type: none"> <li>• Demonstrate how feedback has influenced emerging direction</li> <li>• Provide clear information about the role of the OCP</li> <li>• Explore concepts, trade-offs, policies, and land uses</li> <li>• Gather feedback to refine policy and land use direction</li> </ul>	<ul style="list-style-type: none"> <li>• First Nations meetings</li> <li>• Online survey</li> <li>• Workshops</li> <li>• Pop-ups with community ambassadors</li> <li>• OCPizza nights</li> <li>• Futures fair</li> </ul>
3. Create the Plan	<ul style="list-style-type: none"> <li>• Demonstrate how feedback has shaped the OCP</li> <li>• Gather feedback on the draft OCP</li> </ul>	<ul style="list-style-type: none"> <li>• First Nations meetings</li> <li>• OCP summary broadsheets</li> <li>• Pop-ups</li> </ul>

### 3. NEXT STEPS:

Stage 1 work will take place over the fall of 2024, with Modus conducting background research, and organizing engagement activities. A project website will be created on Engage Chilliwack to share information about the OCP update and host an online survey to gather early input from the community. Particular engagement activities will include a stakeholder workshop, staff working group workshop, and Council discussion.

Stage 1 will be completed by January 2025 with an update to Council that will include the background research results.

### 4. RECOMMENDATION & SUBSTANTIATION:

#### Recommendation:

That the report “Official Community Plan Project Introduction” dated August 28, 2024 be received for information. (Presentation)

#### Substantiation:

The City of Chilliwack is beginning a review and update of the Official Community Plan following the award of the project contract to Modus Planning Design & Engagement Inc. This update has been required by the Provincial Government and is to be completed by the end of 2025. Staff have prepared a summary of the project including the work plan, tasks, and engagement activities.



MODUS

from insight to impact

# ENGAGEMENT STRATEGY

CITY OF CHILLIWACK

Prepared by: MODUS Planning, Design & Engagement Inc.

Version: 1

Date: August 28, 2024



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## Introduction

This Engagement Strategy outlines the core elements of the Why, What, Who, How and When the City of Chilliwack and MODUS (the Project Team) will communicate and engage with the community during the Official Community Plan (OCP) Review.

The Strategy represents a point-in-time and will be updated throughout the review process, as we learn more from the wider community and adapt accordingly.

## Why are we engaging?

### Project Background

The City of Chilliwack is updating and reviewing its Official Community Plan. Chilliwack 2050 is an opportunity to articulate a vision for Chilliwack's future and to shape the next phase of the city's growth and evolution.

The OCP Review will build on policy and land use foundations in the current OCP. It aims to help address ongoing pressures, like housing demand and climate impacts, and to align the City's policies with new provincial housing legislation.

Chilliwack 2050 is anticipated to be complete in Fall 2025. Over the next year or so, residents, business owners, community organizations, government agencies, and other levels of government will be invited to help shape the new OCP.

### Engagement Purpose & Objectives

The purpose of engagement through the OCP Review is to:

- Inform the public about the role of the OCP and its relationship to other City tools and initiatives.
- Build and strengthen relationships with local Indigenous communities, community interest holders, and government agencies.
- Gather and integrate feedback from a broad cross-section of the community, interests, and other levels of government.
- Meet the legislative requirements set out in the Local Government Act, as well as recent provincial housing legislation.

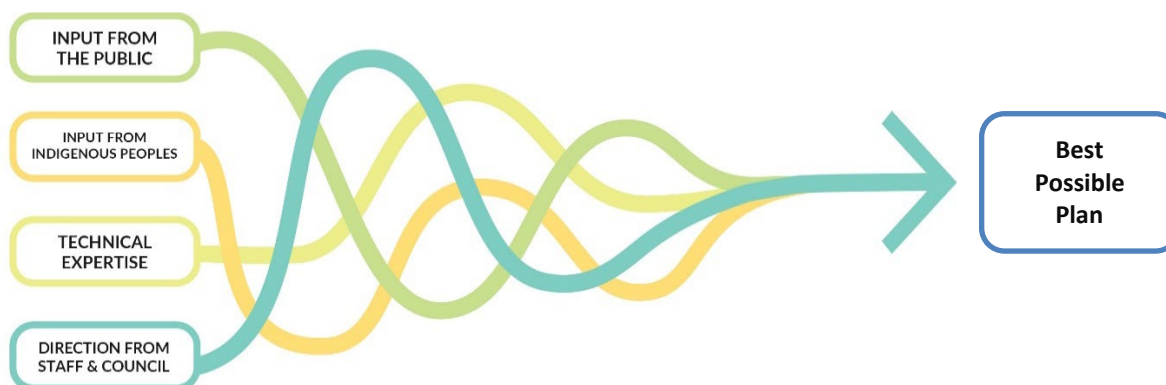


More specifically, the table below outlines the objectives of engagement and communications in each phase of the OCP Review.

PHASE	OBJECTIVES
Phase 1: Listen & Learn	<ul style="list-style-type: none"> <li>• Raise awareness of the OCP Review</li> <li>• Build and strengthen relationships with local Indigenous communities and community interest holders</li> <li>• Provide clear information on the key issues and opportunities faced by Chilliwack that the OCP can help to address</li> <li>• Better understand community hopes and aspirations for the future</li> </ul>
Phase 2: Explore Concepts	<ul style="list-style-type: none"> <li>• Demonstrate how feedback has influenced emerging directions</li> <li>• Explore key concepts, trade-offs, and policy and land use directions with interest holders and community members</li> <li>• Provide clear information on the role of the OCP as it relates to key topics</li> <li>• Gather feedback to refine policy and land use directions</li> </ul>
Phase 3: Create the Plan	<ul style="list-style-type: none"> <li>• Demonstrate how feedback has shaped the OCP</li> <li>• Gather feedback on the Draft OCP</li> </ul>

## Incorporating Input

The diagram below shows how insights gathered through engagement are one of several important streams of information that will be woven together to help create the best possible plan. The weave can help to demonstrate how no single input, comment, or activity determines the outcome, and Council – as the elected decision-makers – ultimately reserves the right to decide as they see fit.



Another part of understanding how the City intends to incorporate input and feedback is to define the level of participation, as described by the [IAP2 Spectrum of Public Participation](#). The Spectrum shows that the relationship between the local government and the public can be shaped in several ways. The level of participation that we anticipate for this project will range from Inform to Involve.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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## What are we engaging on?

### Key Topics

At a high level, the OCP review process will explore:

- Current conditions in Chilliwack
- A shared community vision for the future
- Frameworks and policy directions to help realize the vision

The following are preliminary key topics that may be explored during the OCP Review process.

Key considerations for each topic include:

- Information we may need to share with the community
- Decisions that have already been made
- Issues we may want to engage the community on

TOPICS	CONSIDERATIONS
Housing	<ul style="list-style-type: none"> <li>• Inform about Chilliwack “realities” (e.g., trends, opportunities and constraints related to changing demographics, affordability, etc.).</li> <li>• Inform about the City’s role and tools to address housing needs and affordability.</li> <li>• Inform about growth areas, including rationale and implications.</li> <li>• Inform about the implications of new Provincial housing legislation, including the importance of the OCP.</li> <li>• Consult on opportunities and challenges related to housing, including affordability, diversity, and forms*.</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Inform about Chilliwack “realities” (e.g., trends, opportunities and constraints related to changing demographics, climate impacts, topography, etc.).</li> <li>• Inform about the City’s role and tools to manage mobility (e.g., building on the Active Transportation Plan, Trail Network, Parks Master Plan, Greenspace Master Plan).</li> <li>• Consult on opportunities and challenges related to active and public transportation and private vehicle connections (e.g., accessibility*, road maintenance, traffic calming, parking, etc.).</li> </ul>
Parks, Recreation	<ul style="list-style-type: none"> <li>• Inform about the City’s role and tools to support parks, recreation, and trails.</li> <li>• Consult on opportunities and challenges related to recreational facilities and infrastructure, connections to parks and natural areas (e.g., increasing user demand, park location, trail connections, pickle ball courts, etc.).</li> </ul>

Jobs, Economy	<ul style="list-style-type: none"> <li>• Inform about the City's role and tools to support economic development, including industrial lands, workforce housing, access to amenities and services, etc.</li> <li>• Consult on opportunities and challenges related to the downtown, tourism, industrial areas, commercial services and jobs.</li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li>• Inform about the City's role and tools to address infrastructure and servicing.</li> <li>• Consult on opportunities and challenges related to infrastructure and servicing.</li> </ul>
Environment, Climate	<ul style="list-style-type: none"> <li>• Inform about Chilliwack "realities" (e.g., trends, opportunities and constraints related to climate impacts, hazard areas, etc.).</li> <li>• Inform about the City's role and tools to protect the natural environment and support climate resilience.</li> <li>• Consult on opportunities and challenges related to environmental protection and enhancement, as well as climate mitigation, resilience and adaptation (e.g., tree canopy, biodiversity, natural assets, water quality, transportation mode share, building systems, disaster preparedness and mitigation, etc.).</li> </ul>
Agriculture	<ul style="list-style-type: none"> <li>• Inform about Chilliwack "realities" (e.g., ALR boundaries and jurisdiction, etc.).</li> <li>• Inform about the City's role and tools to support agricultural production, urban farming, and access to food.</li> <li>• Inform about strategies for ALR exclusion.</li> <li>• Consult on opportunities and challenges related to agriculture and food security.</li> </ul>
Community Well-Being	<ul style="list-style-type: none"> <li>• Inform about the City's role and tools to support arts, culture, heritage, and community services and facilities.</li> <li>• Consult on opportunities and challenges related to community vibrancy (e.g., social services, community events and programming, community safety, community heritage*, etc.).</li> </ul>
Implementation	<ul style="list-style-type: none"> <li>• Inform about the City's roles and tools to implement the OCP.</li> <li>• Consult on opportunities and challenges related to partnerships and advocacy, funding streams*, and tax implications.</li> </ul>

*\* The City has been working on several projects that will support the OCP review, including a Housing Needs Report, development permit Design Guidelines, and a Heritage Conservation Area. In addition, the City is working on an Accessibility Plan and Financial Plan. When engaging on topics that relate to these other projects, the Project team will engage with community members in a way that is complementary to the findings of those projects and that respects the input that community members have provided already. It is anticipated that public engagement will surface comments on topics not relevant to an OCP or outside the City's boundaries.*

## Who will we engage?

### Key Audiences

Key groups are listed below by audience group who will be invited to participate in engagement activities at appropriate points throughout the process. This initial list is not exhaustive, and we will continue to expand upon the list throughout the process to ensure all relevant audiences can participate. The way that we engage with each audience type is elaborated on in the next section of this document.

AUDIENCE GROUP	AUDIENCE SEGMENTS
Local Indigenous Communities	<p>Nations with reserve lands within Chilliwack:</p> <ul style="list-style-type: none"> <li>• Shxwhá:y (Skway) Village (Ts'elxwéyeqw Tribe)</li> <li>• Sqwa (Skwah) First Nation (Pil'alt Tribe)</li> <li>• Kwaw'Kwaw'Apilt (Kwaw-kwaw-Apilt) First Nation (Pil'alt Tribe)</li> <li>• Áthelets (Aitchelitz) First Nation (Ts'elxwéyeqw Tribe)</li> <li>• Yeqwyeqwí:ws (Yakweakwioose) First Nation (Ts'elxwéyeqw Tribe)</li> <li>• Sq'ewqéyl (Skowkale) First Nations (Ts'elxwéyeqw Tribe)</li> <li>• Sxwoyehálá (Squiala) First Nation (Ts'elxwéyeqw Tribe)</li> <li>• Ch'íyáqtel (Tzeachten) First Nation (Ts'elxwéyeqw Tribe)</li> </ul> <p>Nations with reserve lands adjacent to Chilliwack:</p> <ul style="list-style-type: none"> <li>• Xwchíyò:m (Cheam) First Nation (Pil'alt Tribe)</li> <li>• Th'ewá:li (Soowahlie) First Nation (Ts'elxwéyeqw Tribe)</li> </ul>
Public	<ul style="list-style-type: none"> <li>• Seniors</li> <li>• Youth (under 30)</li> <li>• Young families</li> <li>• Renters</li> <li>• Homeowners</li> <li>• Newcomers</li> <li>• Long-term residents</li> <li>• Urban Indigenous peoples</li> </ul>
Community interest holders	<ul style="list-style-type: none"> <li>• Developers</li> <li>• Social service providers</li> <li>• Faith groups</li> <li>• Academic Institutions</li> <li>• Business Organizations</li> <li>• Tourism Organizations</li> <li>• Arts and culture groups</li> <li>• Parks, trails, and recreation groups</li> <li>• Environment and climate action groups</li> <li>• Local clubs and associations</li> </ul>

Governments and agencies	<ul style="list-style-type: none"> <li>• Chilliwack Economic Partners Corporation</li> <li>• School District 33, including Parents Advisory Councils</li> <li>• Fraser Valley Regional District</li> <li>• Fraser Health Authority</li> <li>• First Nations Health Authority</li> <li>• Agricultural Land Commission</li> <li>• Fisheries and Oceans Canada</li> <li>• BC Ministry of Municipal Affairs and Housing</li> <li>• BC Ministry of Transportation and Infrastructure</li> <li>• BC Ministry of Agriculture, Food and Fisheries</li> <li>• BC Ministry of Environment and Climate Change Strategy</li> <li>• BC Ministry of Forests, Lands, Natural Resource Operations and Rural Development</li> <li>• BC Ministry of Jobs, Economic Development, and Innovation</li> <li>• BC Housing</li> <li>• BC Transit</li> </ul>
City of Chilliwack	<ul style="list-style-type: none"> <li>• City Council</li> <li>• City Staff</li> <li>• City Committees</li> </ul>

## How will we communicate?

### Communication Platforms

Throughout the process, the project team will use a variety of outreach and communication tools and tactics to raise awareness of the OCP Review. Core communication platforms include:

- **Project website.** [engagechilliwack.com](https://engagechilliwack.com) will provide process updates, key dates, resources, direct links to engagement opportunities, and an opportunity to sign up for e-updates.
- **Project newsletter.** Along with the City's general e-mailing list, a project mailing list can be established early to collect contacts interested in the OCP Review. Email updates can be circulated throughout the project to inform of engagement opportunities and key milestones.
- **Social media.** Engagement opportunities and project updates can be released via the City's Facebook, X, LinkedIn and Instagram accounts. In addition to static posts, reels and paid social media ads could be considered.
- **Press releases.** Press releases will be developed and shared with local news media like the Chilliwack Progress at the launch of public engagement and other major milestones.
- **Direct outreach.** Emails to community interest groups can be circulated to promote engagement opportunities. City Staff and Community Ambassadors are encouraged to leverage existing relationships to support broad outreach (e.g., high school clubs, City Committees, etc.).

Additional communication tools could also be considered throughout the process:

- **FAQs.** Frequently Asked Questions can be prepared before public engagement to get ahead of misinformation and share key project information. FAQs can be updated following each phase of engagement to respond to common inquiries. FAQs can be hosted online and available in print at public events.
- **Posters.** Posters promoting the project and engagement opportunities can be posted around the City at locations like City Hall, community centres and libraries, among others.
- **Postcards.** Project postcards can be distributed at pop-ups and to community organizations. Postcards will promote the project and direct folks to the project webpage via a QR code and link.
- **Radio.** Radio ads or announcements may be produced to reach the Chilliwack community (Star 98.3 FM & 89.5 JR Country). The Mayor's standing segments on these channels can also be used to promote engagement opportunities.
- **Newspaper ads.** Paid ads could be distributed through local newspapers like the Chilliwack Progress and Fraser Valley Today.
- **Display Boards in City Facilities.** Digital ads may be displayed on boards at City facilities.
- **Mail out.** Project postcards can be mailed out to Chilliwack residents to invite them to participate at key points in the project. The quarterly utility bill may be an opportunity to introduce the OCP Update project to all residents.
- **Billboard or transit ads.** Large-scale ads may be displayed on billboards or transit stations across the City.
- **Video.** A short, simple video to introduce the OCP Review and purpose may be produced and hosted on the City's YouTube channel.

All materials will be consistent with City Corporate Branding and Graphic Standards, and will follow communication checklists. The City may want to consider developing Chilliwack2050 project branding,

including a process tagline and visual identity, to establish a sense of continuity from one phase to the next.

## Key Messages

Key messages outline the core elements of the project to ensure clear and consistent communications. Key messages also help to create boundaries around the process and what it is intended to do (and not do). An initial list of key messages is provided below. This list is not intended to be exhaustive and will be refined throughout the process. Additionally, not every point will be appropriate for every one of our key audiences, and that will be assessed as we develop engagement and communications materials.

## Project Introduction

- The City of Chilliwack is updating its Official Community Plan (OCP)!
- The OCP presents the long-term vision for our community. It sets out objectives and policies that guide planning and land use management decisions. It helps Council and staff determine how and where we live, work, play and move in our City.
- The OCP's long-term vision will guide land use, housing and other forms of development in our community.
- OCPs typically cover topics like land use and development, housing, transportation, food and agriculture, economic development, sustainability and climate change, parks and recreation, community and social well-being, culture and heritage, among other important aspects of life in our community.
- In late 2023, the Province of BC announced new housing legislation. The OCP is a key tool in implementing these changes, as new developments that align with the Plan will no longer require public hearings.
- Because we are planning for the future, we must take into consideration the needs of current and future generations.
- We acknowledge the breadth and depth of input that community members have already provided through other projects and we will build on what we have heard already.
- Community engagement is one of several streams of input that go into updating the OCP. Other inputs include technical studies, legal requirements, and direction from City Council.
- A consulting team has been selected to listen and learn about what matters to the community.

## Process Overview

- The OCP Review is anticipated to run from Summer 2024 through the end of 2025.
- The OCP Review will build on policy and land use foundations in the current OCP.
- Chilliwack 2050 aims to help address ongoing pressures, like housing demand and climate impacts, and to align the City's policies with new provincial housing legislation.
- Your perspective will help shape the OCP, alongside technical studies and analysis, City staff, and Council direction.
- Help us shape the next phase of Chilliwack's growth and evolution! Visit [engagechilliwack.com](https://engagechilliwack.com) for more information on how to get involved.
- For more information be sure to follow us on Facebook, Instagram and X (Twitter) and sign up for project updates.



## How will we engage?

### Engagement Techniques

Throughout the process, the project team will use a variety of engagement techniques to bring community members into the process. These include:

- **Stó:lō Research and Resource Management Centre.** We will reach out to local Indigenous communities via the Stó:lō Research and Resource Management Centre. Initial outreach will share a bit about the OCP Review process and request an introductory meeting.
- **Meetings with local Indigenous Communities.** We will host meetings with local Indigenous communities throughout the OCP review process. Initial meetings will focus on relationship building and team introductions, as well as understanding each communities' interest and capacity to engage in the OCP review.
- **Community Ambassadors.** We will recruit, hire, and train two to four Chilliwack youth to support OCP outreach and engagement efforts, including staffing at pop-ups, Futures Fair and Open House events.
- **Go-to-Them Events.** We will host a series of tailored events in collaboration with community groups (e.g., youth, newcomers, urban Indigenous populations, etc.). These could take the form of pop-up events or small group discussions, depending on the groups' interests and needs.
- **Online Ideas Space.** Throughout the project, we will host user-friendly questionnaires to gather community feedback. Through the questionnaire, we will ask optional demographic questions to track if we are hearing from a broad cross-section of the community. We can also provide more unstructured space to collect community members' hopes, fears, and ideas via interactive mapping. All online engagement opportunities will be hosted on [www.engagechilliwack.com](http://www.engagechilliwack.com).
- **Community Pop-ups.** We will host pop-up events in high-traffic areas to raise awareness and gather high-level feedback from the public. These pop-up events may include interactive activities (e.g., conversational Jenga) and will be hosted by community ambassadors and/or the project team.
- **Multi-Interest Workshop.** We will host an in-person multi-interest workshop to bring together representatives from community and business organizations as well as government agencies. Through conversation, these groups will explore perspectives on Chilliwack today, Chilliwack in the future, and ideas to get us there. An event plan will be developed to outline the workshop agenda, roles and responsibilities.
- **OCPizza Nights.** We will provide workbooks and an accompanying discussion guide to enable community members to host conversations about emerging OCP concepts. These community-led discussions will lead to a deeper dialogue among friends and neighbours, providing valuable feedback on more complex policy options and topics. We would encourage the City to reimburse \$35 (to cover the costs of pizza) to any resident who submits a workbook that captures the input of four or more of their friends or neighbours.
- **Futures Fair.** In Phase 2, we will host a fun, celebratory event open to all community members. The event will feature informative display boards with interactive elements, stations for each of the emerging concepts with activities tailored to their specific context and components, a large-scale mapping exercise, youth activities (e.g., a scavenger hunt and/or drawing exercise), a selfie-station, and other fun activities designed to go beyond a typical open house. An event plan will be developed to outline the event stations, roles and responsibilities

- **OCP Broadsheet.** To help communicate the contents of the Draft OCP, we will prepare an accessible 10–12-page summary broadsheet. This brief summary will help to build an understanding of the updates and how they respond to community input.
- **Open House Events.** In Phase 3, we suggest hosting one to two public open houses to showcase the Draft Plan and planning process, educate on the importance of the Plan, and gather any final feedback.
- **Council Workshops.** We will host workshops with Council at key points in the process. These workshops can explore similar questions to those being asked to interest holders and members of the public.
- **Public Hearing and Referrals.** In addition to the engagement tools and tactics outlined above, the City will host a public hearing about the proposed OCP Bylaw, and referrals will be made in accordance with the Local Government Act (LGA) Section 477.

## Engagement Timeline

The table below outlines when we anticipate employing the communications and engagement techniques with our key audiences.

TIMING	AUDIENCE	ACTIVITY	IAP2 LEVEL
<b>PHASE ONE   Listen &amp; Learn</b>			
Sep 2024	Public	Community Ambassadors	N/A
Sep – Nov 2024	Local Nations	Indigenous Engagement TBD	TBD
Oct 2024	Community interest holders; Governments, and agencies	Multi-Interest Workshop	Involve
Oct – Nov 2024	Public	Online Ideas Space	Inform, consult
Oct – Nov 2024	Public	Community Pop-ups	Inform, consult
Oct – Nov 2024	Public	‘Go-to-Them’ Events	Involve
Late Nov 2024	City of Chilliwack	Council Workshop	Collaborate
<b>PHASE TWO   Explore Concepts</b>			
Apr – May 2025	All	Outreach and Promotions	Inform
TBD	Local Nations	Indigenous Engagement TBD	TBD
May 2025	Public	Online Engagement	Consult
May 2025	Public	Community Pop-ups	Inform, consult
May 2025	Public; Community interest holders; Governments, and agencies	OCPizza Nights	Involve
May 2025	Public	Futures Fair	Consult
Jun 2025	City of Chilliwack	Council Workshop	Collaborate
<b>PHASE THREE   Create the Plan</b>			

TIMING	AUDIENCE	ACTIVITY	IAP2 LEVEL
Sep – Oct 2025	All	Promotions	Inform
TBD	Local Nations	Indigenous Engagement TBD	TBD
Oct 2025	All	OCP Summary Broadsheet	Inform
Oct 2025	Public	Community Pop-ups	Inform, consult

## How will we measure success?

Determining measures of success can help us to refine our engagement approach throughout the process. The table below identifies key measures of success.

GOALS	INDICATORS/METRICS
Raise awareness of the OCP and Review process	<ul style="list-style-type: none"> <li>• Number of community members we reached</li> </ul>
Engage a broad cross-section of the community during the OCP Review	<ul style="list-style-type: none"> <li>• Survey completion rate</li> <li>• Geographic distribution of participants</li> <li>• Distribution of participants across demographic groups (e.g., age, gender, ethnicity, income, tenure, etc)</li> <li>• Number of community members who participated</li> <li>• Number of participants who have not previously engaged</li> <li>• Response rate</li> <li>• Number of participants who continue to engage</li> <li>• Representativeness of participants</li> <li>• Diversity of participants</li> </ul>
Build and strengthen relationships through the OCP Review	<ul style="list-style-type: none"> <li>• Participant satisfaction</li> <li>• New relationships for the City</li> <li>• Strengthened relationships for the City</li> <li>• Increased understanding between participants</li> <li>• Concession, compromise, or consensus between participants</li> <li>• Increased connection between participants</li> <li>• Increased understanding between participants</li> <li>• Response sentiment</li> </ul>
Integrate feedback from a broad cross-section of the community	<ul style="list-style-type: none"> <li>• Response relevance</li> <li>• Response depth</li> <li>• Contribution of responses to decisions</li> </ul>

## Key Issues, Risks & Mitigation Strategies

The table below identifies potential challenges and risks to the engagement process, as well as opportunities to mitigate them.

RISK / ISSUE	MITIGATION STRATEGIES
<b>Public expectations:</b> misalignment between public expectations and project realities	<ul style="list-style-type: none"> <li>• Developing key messages</li> <li>• Clearly communicating the scope and purpose of the OCP Review</li> <li>• Clearly communicating the project timeline</li> <li>• Aligning all engagement opportunities with the IAP2 Spectrum and transparency about where there is room for influence</li> <li>• Explaining that public input is only one strand of the “engagement weave” that informs the OCP Review</li> <li>• Clearly articulating how public feedback was used to shape the plan and documenting all feedback through an engagement summary</li> </ul>
<b>Resistance to change:</b> potential for public pushback on OCP Review and emerging directions	<ul style="list-style-type: none"> <li>• Clearly communicating the project’s purpose and process</li> <li>• Early and proactive information about opportunities and constraints, trade-offs and rationale</li> <li>• Thoughtful framing of new ideas and concepts, avoiding use of “buzz words”</li> <li>• Incorporating community and stakeholder feedback from past engagement into discussions (where applicable)</li> <li>• Highlighting consistency with existing plans, strategies, and Council priorities</li> <li>• Actively seeking to include diverse perspectives, beyond vocal interest groups</li> </ul>
<b>Balancing community perspectives:</b> surfacing conflicting needs and perspectives within community (e.g., traditional v. progressive values, new v. established residents, etc.)	<ul style="list-style-type: none"> <li>• Acknowledging diverse perspectives while emphasizing shared values</li> <li>• Early and proactive information about opportunities and constraints, trade-offs, and rationale</li> <li>• Ensuring active facilitation and ground rules for participation at events</li> <li>• Outlining a risk management, roles and responsibilities section in event plans</li> </ul>
<b>Engagement fatigue or confusion:</b> accounting for concurrent engagement projects	<ul style="list-style-type: none"> <li>• Clearly communicating OCP project timeline</li> <li>• Clearly identifying related processes and the ways they align with each other</li> <li>• Early and ongoing communication with City staff about related processes, planning key dates in relation to other projects</li> <li>• Consider back-up dates for public engagement events</li> <li>• Seeking opportunities to coordinate engagement activities around existing meetings or other events</li> </ul>

<p><b>Reaching a broad-cross section:</b></p> <p>hearing from a wide range of demographics and perspectives</p>	<ul style="list-style-type: none"> <li>• Active outreach and promotion through City networks, print and social media</li> <li>• Working with community champions and local organizations to promote engagement opportunities</li> <li>• Working with community organizations to host tailored engagement opportunities</li> <li>• Planning around existing community events and key dates</li> <li>• Considering additional resources (i.e., childcare for in person workshops, translation, recordings of meetings if allowed) to support attendance</li> <li>• Providing a mix of engagement opportunities (e.g., synchronous, and asynchronous, online and in person)</li> <li>• Asking demographic questions in the public survey to understand who we are hearing from</li> </ul>
<p><b>Project timeline and capacity:</b></p> <p>accounting for limited resourcing and capacity, ensuring timely completion</p>	<ul style="list-style-type: none"> <li>• Outlining clear responsibilities for engagement and communications activities</li> <li>• Leveraging MODUS project team and capacity, as well as Community Ambassadors</li> <li>• Working early with City staff to get ahead of communications procedures and agreements</li> <li>• Early and ongoing engagement with local Indigenous communities</li> <li>• Early and ongoing engagement with City Council</li> </ul>