

AGENDA ITEM NO: _____

MEETING DATE: _____

January 28, 2025

STAFF REPORT – COVER SHEET

SUBJECT: Official Community Plan
Phase 1 Summary

DATE: January 21, 2025

DEPARTMENT: Planning


PREPARED BY: Reuben Koole / mb

1. SUMMARY OF ISSUE:

Phase 1 of the review and update of the Official Community Plan is now complete, focused on building project awareness and gathering early ideas from residents and stakeholders about the future of Chilliwack. Phase 2 will take place over the spring of 2025, with concepts about the future being used in a second round of engagement to gather input about preferences for how Chilliwack should evolve and grow.

2. RECOMMENDATION:

That the report "Official Community Plan Phase 1 Summary" dated January 21, 2025 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 PHASE 1 SUMMARY

PREPARED BY: Reuben Koole DATE: January 21, 2025

POSITION: Manager, Long Range Planning DEPARTMENT: Planning Department

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).

2. DISCUSSION:

2.1 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: Phase 1 – Listen and Learn, Phase 2 – Explore Concepts, and Phase 3 – Create the Plan. A general description of the work included in each stage is summarized below.

Phase 1 – Listen and Learn

Phase 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.

Phase 2 – Explore Concepts

Phase 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.

Phase 3 – Create the Plan

Phase 3 focuses on creating a new OCP, building on what was learned in Phase 1 and what was heard in Phase 2.

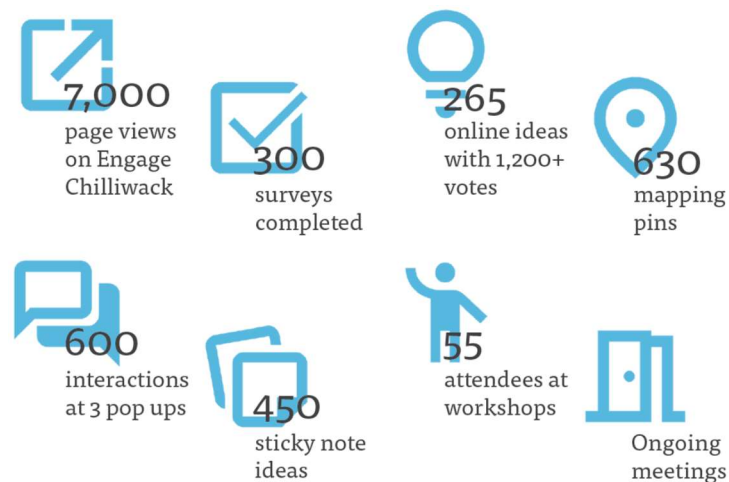
2.2 Phase 1 work

How we engaged

The main emphasis of the first phase was to build project awareness and gather early ideas from residents and stakeholders about the future of Chilliwack. An Engage Chilliwack webpage was used as the primary online method to gather input, and it hosted 3 tools: an ideas board, a mapping activity, and a survey. Newspaper ads, postcards, and both passive and promoted social media posts were used to generate project awareness and interest.

In addition, the project team hosted 3 pop ups in high traffic locations, conducted several internal and external workshops, and had numerous meetings with First Nations, agencies, and stakeholders.

These activities resulted in the following interactions:

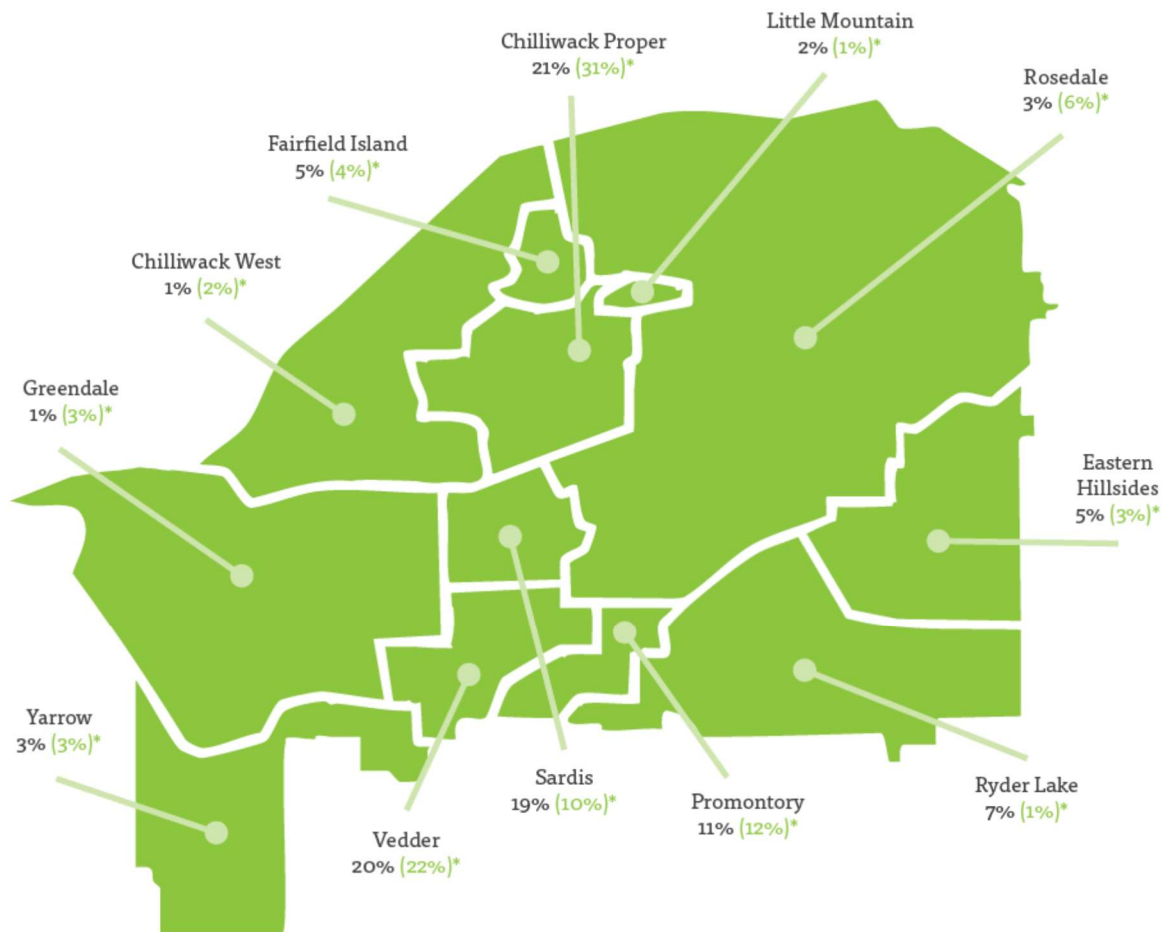
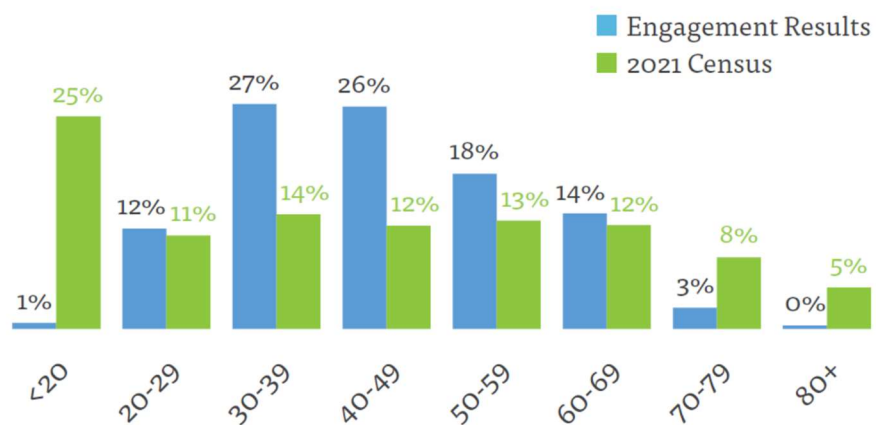


Who we heard from

Demographic information was limited to online participants and provides an approximation of overall engagement characteristics. The following statistics are highlights of participant responses, with more detail in the Phase 1 Engagement Summary, included as Attachment A.

Relationship to Chilliwack:



Neighbourhood of residence:*Age:*

What we heard

The online survey comprised the largest component of input received during Phase 1 engagement, but the themes of input were consistent across all engagement methods. The combined input resulted in the themes described in Attachment A. They are summarized below from most to least frequent:

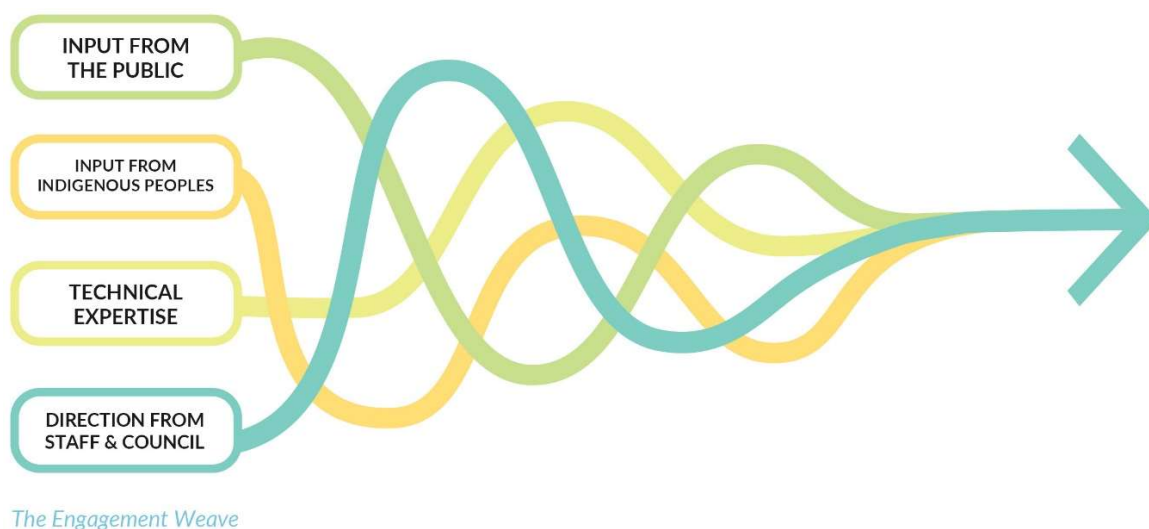
Theme	Topics
Transportation	<ul style="list-style-type: none"> • suggestions to improve transportation safety and capacity to accommodate future growth • desire for safe and efficient active transportation, along with comments to maintain and improve car access
Housing	<ul style="list-style-type: none"> • concerns about the growing housing crisis and people experiencing homelessness • desire to expand affordable and diverse housing options for a range of community members
Community Services	<ul style="list-style-type: none"> • comments about importance of adequate services to accommodate growth • desire to improve healthcare access, school capacity, and childcare
Growth	<ul style="list-style-type: none"> • concerns about rate of growth and strain on infrastructure, with some suggestions for increased density to support growth • desire to maintain and build upon small-town character and neighbourhood identity
Parks and Trails	<ul style="list-style-type: none"> • importance of outdoor recreation and access to greenspaces • suggestions to improve park amenities and trails
Recreation	<ul style="list-style-type: none"> • important for community members of all ages • desire for more indoor facilities, sports fields, and suggestions to improve programming
Infrastructure	<ul style="list-style-type: none"> • ensure it's adequate to accommodate growth
Economy	<ul style="list-style-type: none"> • expand access to retail and entertainment, support local businesses and employment opportunities
Environment	<ul style="list-style-type: none"> • protect / expand / restore natural areas and trees alongside new development
Safety	<ul style="list-style-type: none"> • concerns and suggestions to improve public safety including street lighting and policing
Agriculture	<ul style="list-style-type: none"> • protect agricultural land, support and celebrate farming heritage
Governance and OCP process	<ul style="list-style-type: none"> • improve long term planning and implementation, coordination with other jurisdictions and bylaws
Arts and Culture	<ul style="list-style-type: none"> • expand public art, community events, and facilities

First Nations	<ul style="list-style-type: none">• continue building relationships and working together to address their needs
Heritage	<ul style="list-style-type: none">• maintain historical buildings and sites

2.3 Engagement strategy

Phase 1 engagement is complete, and the Engagement Strategy has been updated to guide the engagement activities of the project into Phase 2, and it is included as Attachment B.

The “engagement weave” continues to inform how the project team approaches integrating engagement input as one stream of information towards creating the final plan, along with technical planning work and input from staff and Council. 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.



Phase 2 engagement will be focused on gathering input on concepts for the future of Chilliwack, which is described in the work plan discussion (section 2.1). These concepts integrate Phase 1 input with additional background planning work, and apply the weave in practice.

3. NEXT STEPS:

Phase 2 work will take place over the spring of 2025, with the project team developing concepts informed by the background research and engagement input. The concepts will form the basis of a second round of engagement activities to gather input about preferences for how Chilliwack should evolve and grow.

The project website will be updated to continue sharing information about the OCP update and host another online survey to gather early input from the community. Particular engagement activities will include a Futures Fair, OCPizza nights, Community pop-ups, First Nations meetings, staff working group workshop, and Council discussion.

Phase 2 will be completed by summer 2025 with an update to Council that will include the concepts engagement results.

4. RECOMMENDATION & SUBSTANTIATION:

Recommendation:

That the report “Official Community Plan Phase 1 Summary” dated January 21, 2025 be received for information. (Presentation)

Substantiation:

The City’s review and update of the Official Community Plan has finished Phase 1 and is entering Phase 2. The project team has prepared an engagement summary from Phase 1 and updated the Engagement Strategy in preparation for Phase 2.

Attachment A – Chilliwack 2050 Phase 1 Engagement Summary
Attachment B – Chilliwack 2050 Engagement Strategy V2



CHILLIWACK 2050

Your City | Our Future

PHASE 1 ENGAGEMENT SUMMARY

Prepared by: MODUS Planning, Design & Engagement
January 2025



7,000
page views
on Engage
Chilliwack



300
surveys
completed



265
online ideas
with 1,200+
votes



630
mapping
pins



600
interactions
at 3 pop ups



450
sticky note
ideas



55
attendees at
workshops



Ongoing
meetings

IN THIS SUMMARY

- What we did
- Who we heard from
- What we heard

ENGAGEMENT PURPOSE

In this phase, our aim was to learn more about the local context and the community's ideas and priorities for the future.

ENGAGEMENT OPPORTUNITIES

- Online ideas board
- Online mapping activity
- Online questionnaire
- Pop-ups at high-traffic areas
- Targeted engagement sessions
- Stakeholder workshop
- First Nations meetings
- Advisory Committee meetings

ENGAGEMENT TOPICS

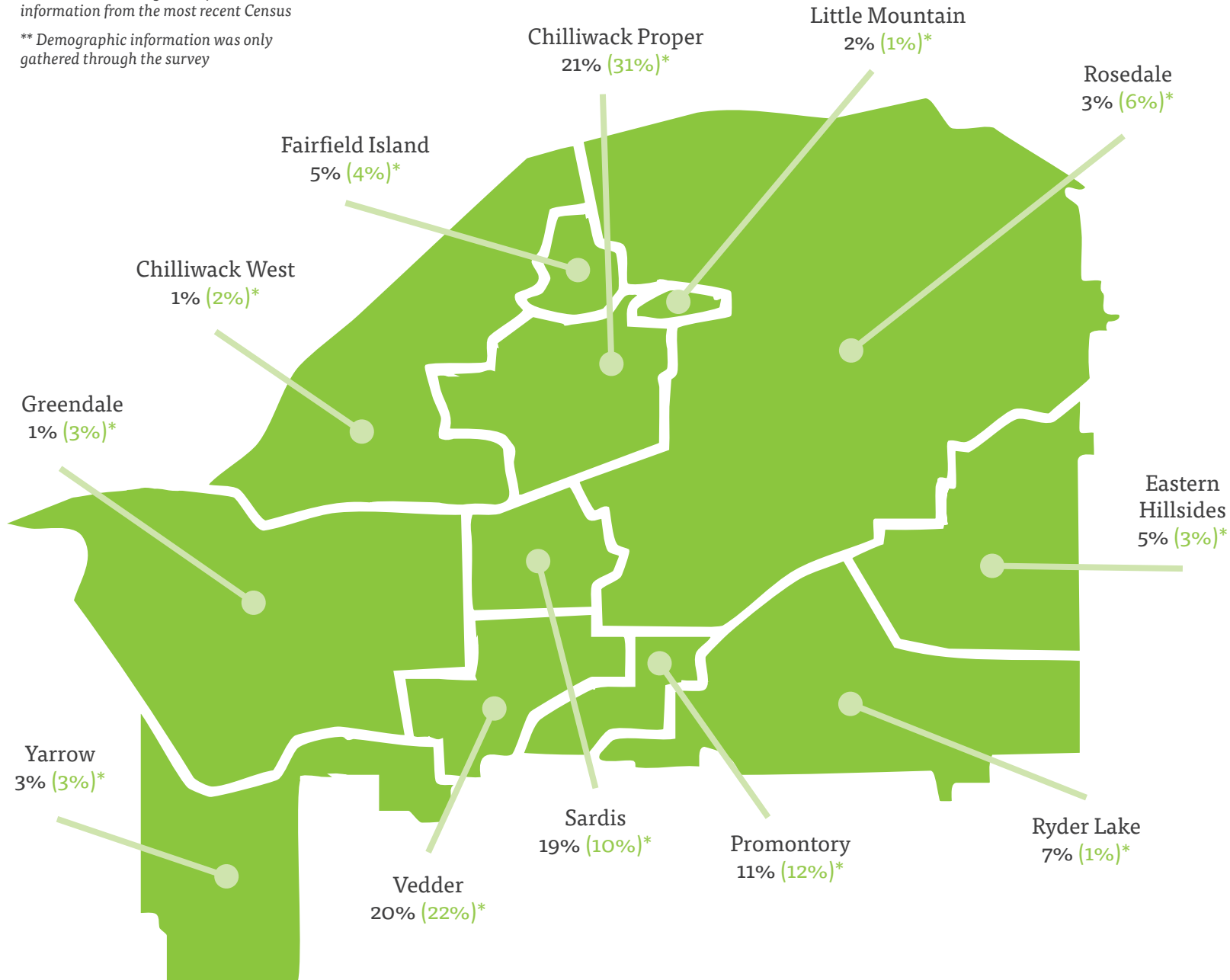
Through several different approaches, activities and questions we were trying to better understand the following:

- What aspects of our community should we preserve and what should we change?
- What places do we love, want to improve, want to keep the same, and want to see grow?
- What are we doing well today, and what aren't we doing well?
- What will be our most urgent priorities in the future?
- Do the vision and supporting goals of the current OCP still resonate?

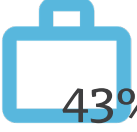
WHO DID WE HEAR FROM?

* Percents shown in green represent information from the most recent Census

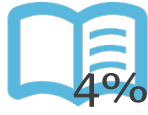
** Demographic information was only gathered through the survey




 **95%**
live in
Chilliwack

 **43%**
work in
Chilliwack

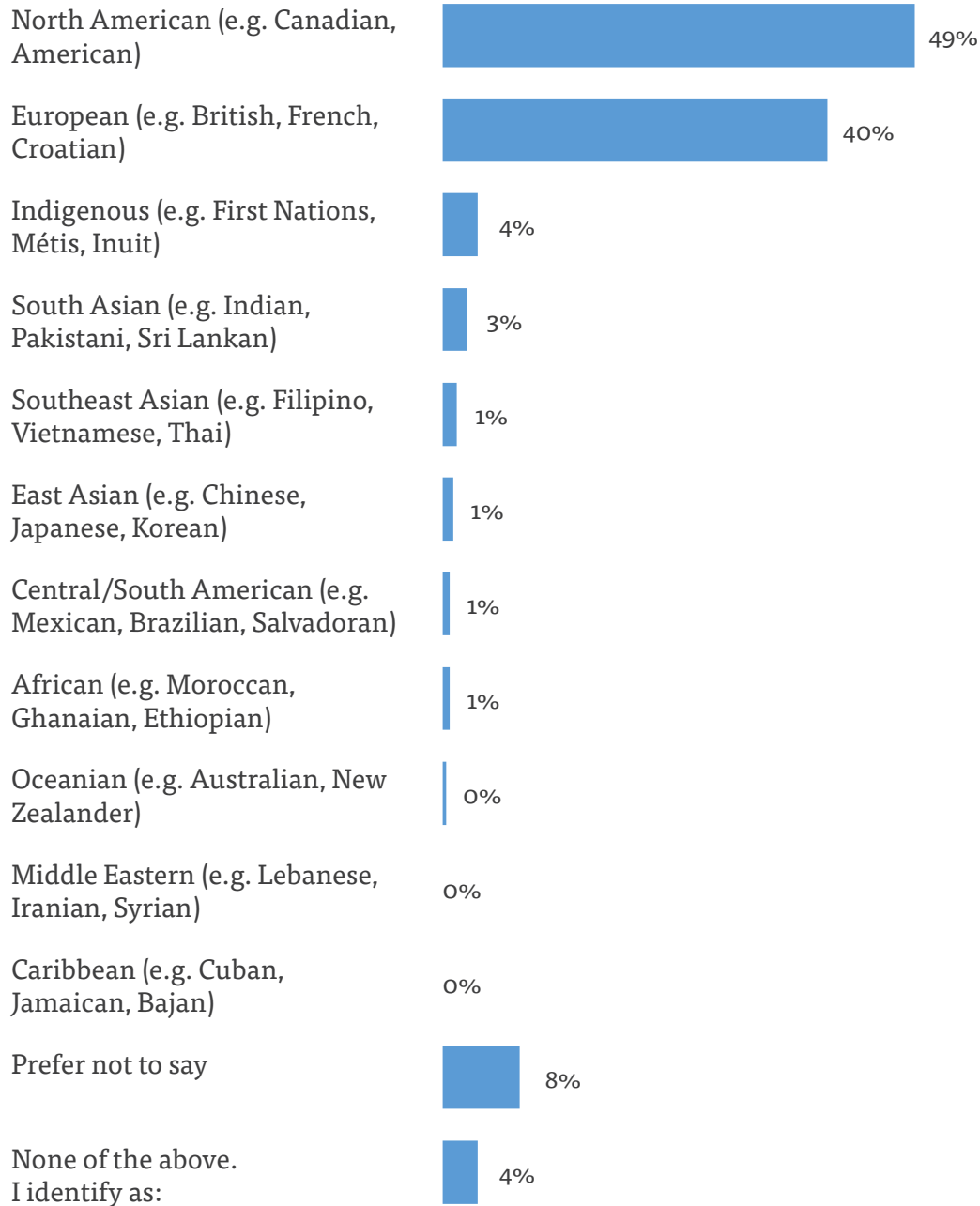
 **11%**
own a
business in
Chilliwack

 **4%**
go to
school in
Chilliwack

 **79%**
homeowners
(73%)*

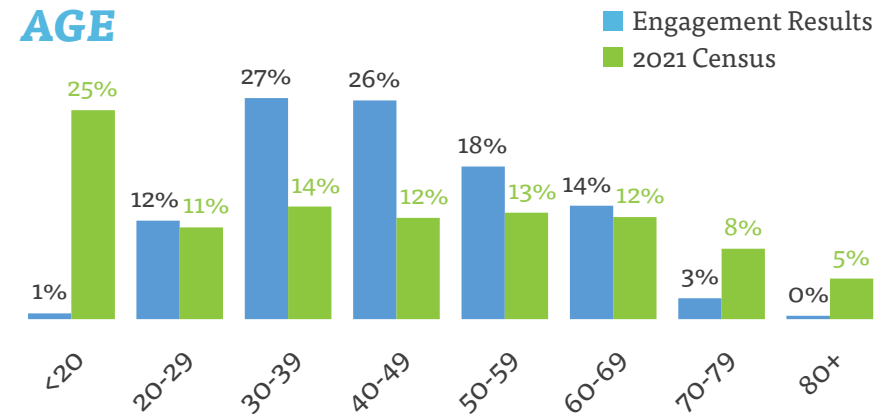
 **17%**
renters
(27%)*

ETHNIC ORIGIN*

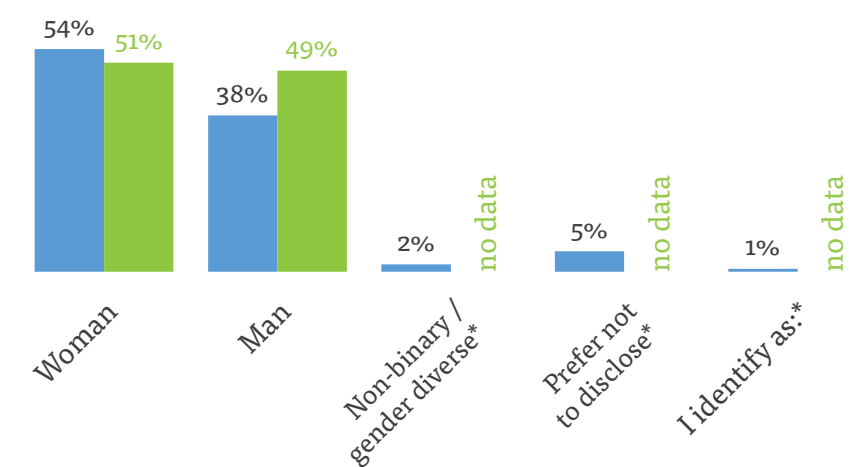


* Comparable Census data is not readily available

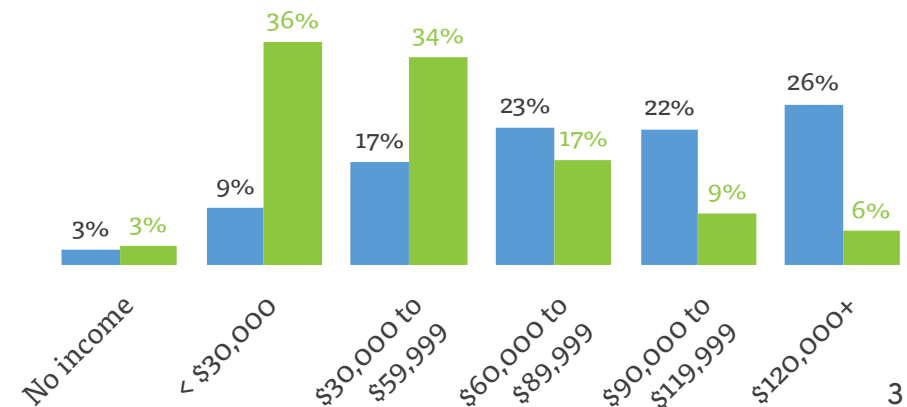
AGE



GENDER



INDIVIDUAL INCOME



WHAT DID WE HEAR?

VISION & GOALS

Vision: The City of Chilliwack is a healthy, engaged, and sustainable community.

Goal 1: Manage Growth Responsibly***

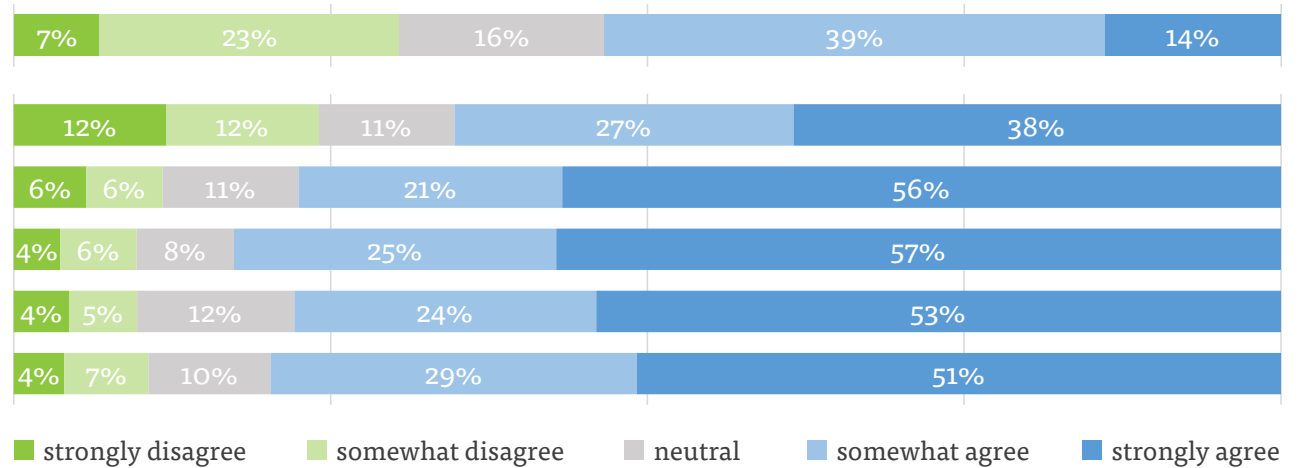
Goal 2: Strengthen Agriculture***

Goal 3: Grow the Economy***

Goal 4: Protect the Environment***

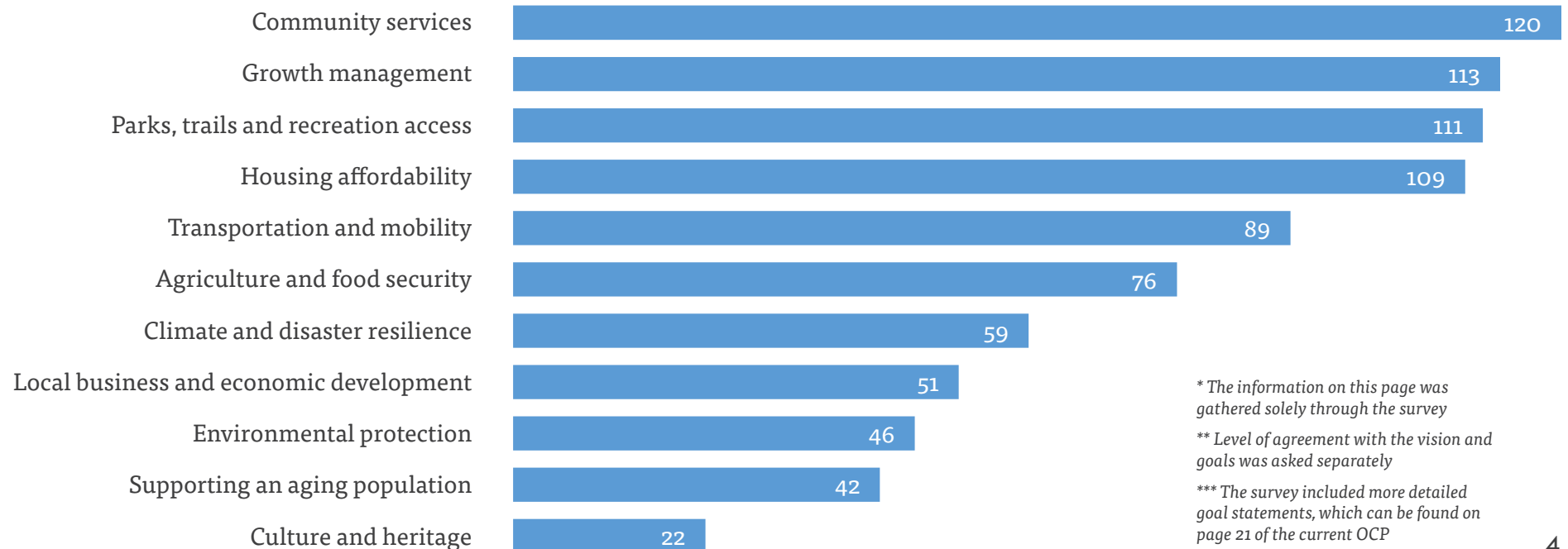
Goal 5: Build Healthy Attractive Communities***

How much do you agree with the vision and goals in the current OCP?**



PRIORITIES

What will be the most urgent priorities for our community in the future?



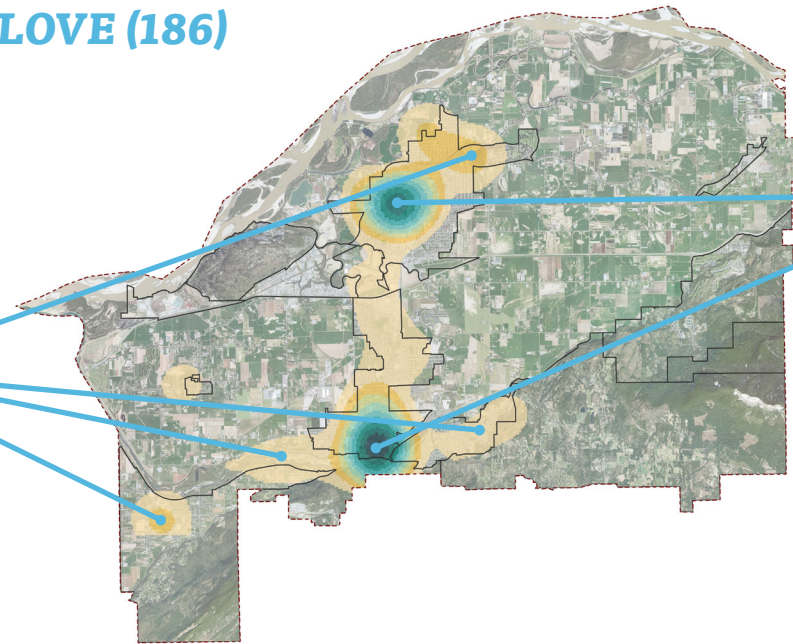
* The information on this page was gathered solely through the survey

** Level of agreement with the vision and goals was asked separately

*** The survey included more detailed goal statements, which can be found on page 21 of the current OCP

PLACES YOU LOVE (186)

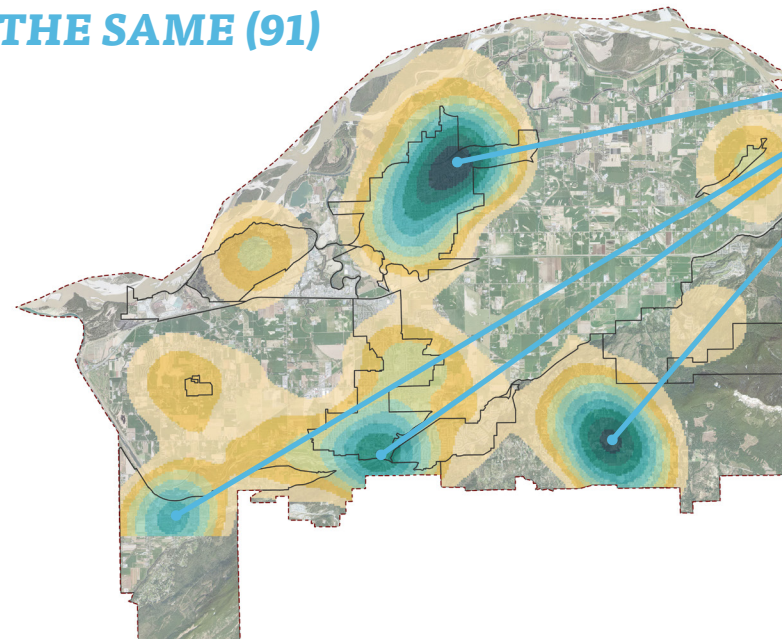
Parks, trails, green space, places to connect with nature



Walkable, mixed-use developments (e.g., District 1881 and Garrison Crossing)

PLACES TO KEEP THE SAME (91)

These mapping pins and the associated comments were much more distributed across the city and to specific properties



Natural areas

* The information on this page was gathered through the online mapping activity and the in-person pop-ups

** These 'heat maps' visualize the where there were greater concentrations of mapping pins placed by members of the public

*** The annotations represent summary observations where clusters of similar comments occurred on the maps

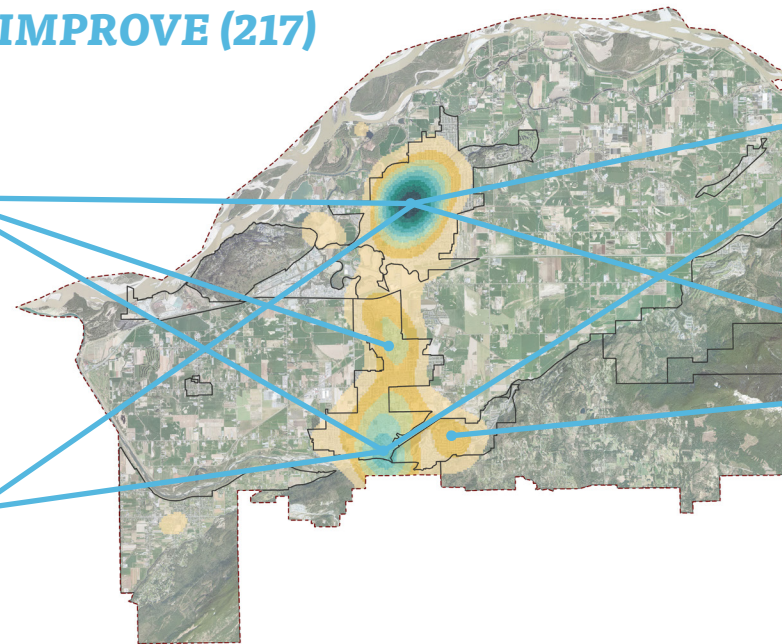
PLACES TO IMPROVE (217)

Improved walkability and connectivity

Supports for homeless population

Traffic calming and pedestrian safety

More retail options, especially food and entertainment

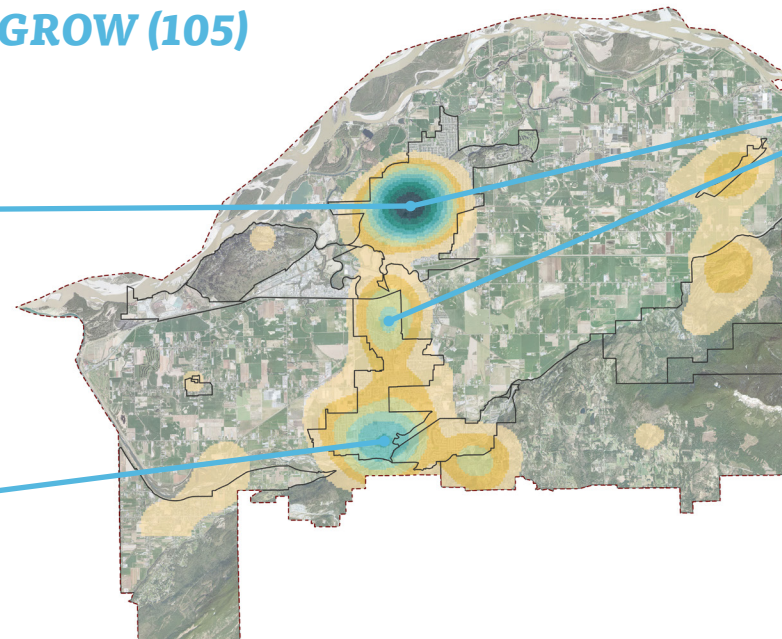


PLACES TO GROW (105)

Increased building heights, more parking, more supportive community infrastructure

More recreational opportunities

Improved transit service



* The information on this page was gathered through the online mapping activity and the in-person pop-ups

** These 'heat maps' visualize the where there were greater concentrations of mapping pins placed by members of the public

*** The annotations represent summary observations where clusters of similar comments occurred on the maps

TRANSPORTATION

Participants shared suggestions to improve transportation safety and capacity to accommodate future growth. We heard a desire for safe and efficient active transportation (i.e., bike lanes, sidewalks, pathways) and public transit (i.e., expanded network and servicing). There were also suggestions to maintain and improve movement by car, like traffic flow and parking.

HOUSING

There were concerns about the growing housing crisis and the population experiencing homelessness. We heard suggestions to expand affordable and diverse housing options for a range of community members (e.g., supportive housing, senior and family-friendly housing). Some participants shared support for infill housing and apartments, while a few participants noted the importance of maintaining single-family homes with yards.

COMMUNITY SERVICES

Participants noted the importance of adequate community services to accommodate growth. Particularly, we heard a desire to improve access to healthcare (i.e., expanded hospital, mental health and substance use treatment), school capacity, and childcare options. There were also comments about the importance of social services in supporting community well-being and of emergency services in ensuring community safety. Some participants shared a desire for an accessible, inclusive, and friendly community now and into the future.

GROWTH

We heard a desire to maintain and build upon Chilliwack's small-town character and neighbourhood identities (e.g., Fairfield, Rosedale, Greendale, Garrison, 1881). There were suggestions to improve walkable access to parks and amenities within neighbourhoods, as well as to improve the transition between neighbourhoods and rural-urban areas. Some participants shared concerns about the rate of growth and development, particularly the strain on infrastructure and roads. Others shared suggestions to expand housing options to support a growing population. There were mixed perspectives on the location of new development. Some support

densification in key areas and limiting hillside development, and others support lower forms of density along hillsides and agricultural lands.

PARKS & TRAILS

Participants shared their love for Chilliwack's parks and trails. We heard about the importance of maintaining access to outdoor recreation for residents and visitors and a desire for adequate park space and trails alongside new development. There were suggestions to improve park amenities like covered playgrounds, more washrooms and lighting, as well as new dog parks and spray parks.

RECREATION

There were comments about the importance of recreation to support a community of all ages. Participants shared a desire for well-maintained and expanded amenities, like a pool, squash courts, pickleball courts, track and field, and libraries. We heard some suggestions to improve programming, like expanded hours, affordable passes, and youth programming.

INFRASTRUCTURE

Participants provided suggestions for infrastructure improvements, like expanded water services, improved waste management, and integrating green infrastructure. There was some support for current efforts to upgrade and maintain City infrastructure.

ECONOMY

Participants shared a desire to expand retail and entertainment options, like bowling, restaurants, and shopping. There were also some comments about the importance of supporting local businesses and expanding employment opportunities in retail, trades, tourism, and the resource economy.

ENVIRONMENT

Comments suggested protecting, expanding and/or restoring trees, greenspace and natural areas, waterways, and habitats alongside new development. Some noted the importance of reducing light pollution and boat activity.

SAFETY

Participants shared a desire for Chilliwack to be a safe place to live. We heard some concerns and suggestions

to improve public safety, like street lighting and increased policing.

AGRICULTURE

We heard a desire to continue protecting agricultural lands, supporting farmers (e.g., expanded water services), and celebrating the community's farming heritage (e.g., additional farmer's markets). Some community members suggested expanding community gardens and allowing backyard hens.

GOVERNANCE & OCP PROCESS

There were comments related to the OCP planning process and City planning more generally. We heard suggestions to improve long-term planning and implementation (e.g., coordination with other jurisdictions, strong and actionable language, and supporting DPAs and Zoning Bylaw). Some comments noted the importance of broad and diverse engagement as part of the OCP Update. There were some concerns about the cost of plan implementation and desire to maintain low tax rates.

ARTS & CULTURE

Participants shared support for and a desire to expand public arts (e.g., murals), community events (e.g., Canada Day, night markets), as well as spaces for arts and cultural programming (e.g., park bandshells, indoor event space). Some comments noted the opportunity to expand arts and culture tourism.

FIRST NATIONS

We heard a desire for the City to continue building relationships with local First Nations and working together to address their needs.

HERITAGE

Some participants shared a desire to maintain historical buildings and heritage sites as Chilliwack grows.

** This summary combines our analysis of comments gathered through all of the engagement opportunities in this phase; online activities, pop-ups, meetings, targeted sessions, and workshops. Themes are grouped and summarized under major topics related to the OCP review. The summary is sorted from the topics that were most often referenced to the least.*



MODUS
from insight to impact

ENGAGEMENT STRATEGY

CITY OF CHILLIWACK

Prepared by: MODUS Planning, Design & Engagement Inc.

Version: 2

Date: January 21, 2025



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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:

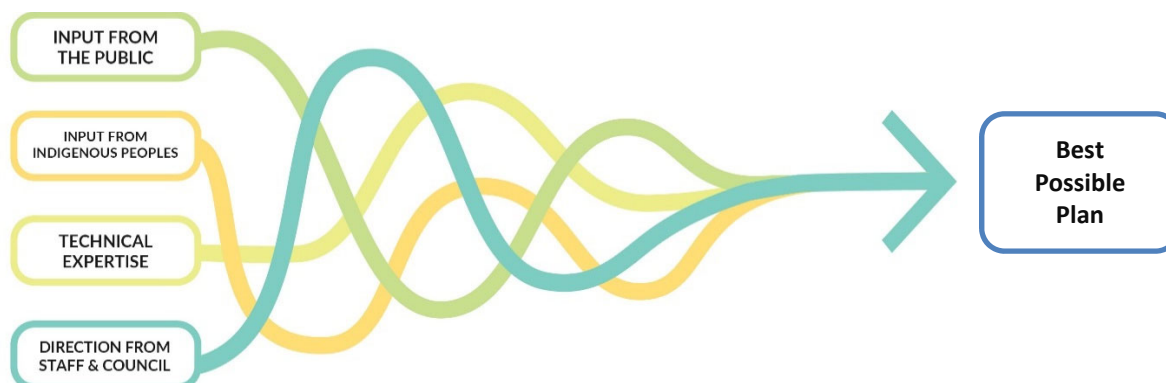
- Inform the public about the role of the OCP and its relationship to other City tools and initiatives.
- Build and strengthen relationships with local Indigenous communities, community interest holders, and government agencies.
- Gather and integrate feedback from a broad cross-section of the community, 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"> • Raise awareness of the OCP Review • Build and strengthen relationships with local Indigenous communities and community interest holders • Provide clear information on the key issues and opportunities faced by Chilliwack that the OCP can help to address • Better understand community hopes and aspirations for the future
Phase 2: Explore Concepts	<ul style="list-style-type: none"> • Demonstrate how feedback has influenced emerging directions • Explore key concepts, trade-offs, and policy and land use directions with interest holders and community members • Provide clear information on the role of the OCP as it relates to key topics • Gather feedback to refine policy and land use directions
Phase 3: Create the Plan	<ul style="list-style-type: none"> • Demonstrate how feedback has shaped the OCP • Gather feedback on the Draft OCP

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"> • Inform about Chilliwack “realities” (e.g., trends, opportunities and constraints related to changing demographics, affordability, etc.). • Inform about the City’s role and tools to address housing needs and affordability. • Inform about growth areas, including rationale and implications. • Inform about the implications of new Provincial housing legislation, including the importance of the OCP. • Consult on opportunities and challenges related to housing, including affordability, diversity, and forms*.
Transportation	<ul style="list-style-type: none"> • Inform about Chilliwack “realities” (e.g., trends, opportunities and constraints related to changing demographics, climate impacts, topography, etc.). • 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). • Consult on opportunities and challenges related to active and public transportation and private vehicle connections (e.g., accessibility*, road maintenance, traffic calming, parking, etc.).
Parks, Recreation	<ul style="list-style-type: none"> • Inform about the City’s role and tools to support parks, recreation, and trails. • 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.).

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

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

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

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 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 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:

- **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.
- **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.
- **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.
- **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.
- **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.
- **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
PHASE ONE Listen & Learn			
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
PHASE TWO Explore Concepts			
Apr – May 2025	All	Outreach and Promotions	Inform
Apr – May 2025	Local Nations	Indigenous Engagement TBD	Consult
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

TIMING	AUDIENCE	ACTIVITY	IAP2 LEVEL
PHASE THREE Create the Plan			
Sep – Oct 2025	All	Promotions	Inform
TBD	Local Nations	Indigenous Engagement TBD	TBD
Sep – Oct 2025	All	OCP Summary Broadsheet	Inform
Sep – 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"> • Number of community members we reached
Engage a broad cross-section of the community during the OCP Review	<ul style="list-style-type: none"> • Survey completion rate • Geographic distribution of participants • Distribution of participants across demographic groups (e.g., age, gender, ethnicity, income, tenure, etc) • Number of community members who participated • Number of participants who have not previously engaged • Response rate • Number of participants who continue to engage • Representativeness of participants • Diversity of participants
Build and strengthen relationships through the OCP Review	<ul style="list-style-type: none"> • Participant satisfaction • New relationships for the City • Strengthened relationships for the City • Increased understanding between participants • Concession, compromise, or consensus between participants • Increased connection between participants • Increased understanding between participants • Response sentiment
Integrate feedback from a broad cross-section of the community	<ul style="list-style-type: none"> • Response relevance • Response depth • Contribution of responses to decisions

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

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