

CSRD Parks Master Plan – Area C

Communication Plan and Consultation Strategy

Introductions and Background

The Electoral Area C Parks Plan, adopted in 2003, has been in effect for thirteen years. Although this planning exercise will include a review of the 2003 Plan, the process is designed more as the creation of a new replacement Parks Plan than a simple plan review process. This plan development process will serve as the basis for finalizing a strategic implementation and operational plan for the next five years, ten years and beyond.

The purpose of the Communication Plan is to provide guidance for ensuring that this process is transparent and credible.

Definitions

Advisory Committee: The Advisory Committee assists with parks plan development and is represented by the same members as the existing Parks Advisory Committee. These members represent a select group of individuals appointed by the CSRD Board of Directors to represent organizations or individuals interested in Parks and Recreation management and reflect community interests. The purpose of the Advisory Committee is to provide feedback and recommendations that will lead to the design of an Electoral Area C Master Parks Plan that is technically sound and acceptable to the public and stakeholders.

CSRD Project Representative: The Team Leader of Community Services or designate will act as the CSRD representative on all matters requiring CSRD approval.

External Stakeholders: Individuals or groups who may be directly affected by the implementation of the Electoral Area C Master Parks Plan recommendations. Residents (seasonal and full time), businesses, visitors, and external agencies are examples of external stakeholders.

Internal Stakeholders: Individuals or groups with a high level of involvement with the review process and/or identified to lead the review process. Internal stakeholders include the Advisory Committee, Electoral Area C Director, Board of Directors, and CSRD Staff.

Project Team: Consists of the Team Leader of Community Services for the CSRD, Manager of Operations for the CSRD, and members of the consulting firm LEES+Associates (principal, senior associate, project manager).

Objectives

1. To establish clear criteria and direction in regards to the release of project information and communications with internal and external stakeholders. A commitment to this objective will result in:
 - Greater efficiencies for getting our work done in terms of time and technology;
 - Reduced risk of misunderstandings of the content and implications of new Plan elements;
 - Good relations between team members;

- Coordination and facilitation of consistent messaging throughout the review process; and
 - Provision of multiple opportunities for public education and feedback of the draft plan and proposed options.
2. To effectively consult with internal and external stakeholders to:
 - Evaluate the existing Electoral Area C Parks and Recreation program;
 - Identify future needs and opportunities;
 - Identify potential options to address needs and opportunities; and
 - Review the draft parks plan.
 3. To ensure adequate and effective public consultation:
 - Public involvement begins as early in the planning process as possible;
 - The Advisory Committee is given the opportunity by the Regional District to be involved in designing the public review and consultation process;
 - As wide a range of interests as possible is involved in the plan review process;
 - Pertinent information is openly exchanged between the Project Team, the Advisory Committee and the public;
 - Public responses are given open consideration by the Project Team and, where appropriate, addressed in the planning process, and the decision on the response is conveyed to the person who submitted the response; and
 - Proceedings and results of activities which are part of the public review and consultation process are properly documented and available for public review.
 4. To empower the Advisory Committee to take ownership of the revision process and to be confident with the final product.

Part A – Internal Communications & Key Internal Stakeholders:

Key Internal Stakeholders:

- Electoral Area C Parks Advisory Committee
- CSRD Staff
- CSRD Board of Directors
- CSRD Project Team

Internal Communication Protocols

A. Project Team Meetings

The consultant (LEES+Associates) will coordinate bi-weekly project team meetings via conference call, including setting up the call, developing the agenda, recording minutes. Meetings will consist of a concise consultant's report of bi-weekly activities and projections of weekly work. A weekly check-in meeting will also occur as needed between the Team Leader and consultant.

B. Advisory Committee Meetings

The consultant will strive to make each Advisory Committee meeting as productive as possible by ensuring all members are well prepared and are able to attend meetings. To accomplish this, the following procedures will be utilized:

Setting Dates:

The consultant will establish a meeting schedule that corresponds with the development of consultant technical memos and other milestones identified by the project consultant.

Reminder Notices and Distributing Background Materials:

The consultant will use e-mail to communicate with the Project Team and the Advisory Committee Members.

The Advisory Committee Members are encouraged to contact the Team Leader of Community Services if there are technical problems associated with receiving e-mail material. Appropriate alternative arrangements can be considered.

C. Contacting Each Other

The Advisory Committee Membership and Project Team contact information will be available to all Internal Stakeholders. Contact with consultants will flow through the CSRD project representative.

Part B – External Communications & Key External Stakeholders:

Key External Stakeholders:

- First Nations bands within and adjacent to the planning area
- Neighbouring jurisdictions
- Province of BC – Ministry of Transportation and Infrastructure, Ministry of Forests, Lands and Natural Resources Operations, Ministry of Environment
- CSRD Parks Maintenance Contractors
- User Groups
- The Shuswap Trail Alliance
- Residents
- Visitors
- Relevant Community Associations, Service Groups and organizations
- Others as identified

External Communication Protocols:

- The CSRD logo (consistent with CSRD Branding Guidelines) will be affixed on all external pieces accompanied with “Electoral Area C Parks and Recreation Master Plan”.
- Correspondence and media releases, including Social Media posts, will be developed by the Project Team. Final Approval and release will be conducted by the CSRD.

- Media releases, social media releases, newsletters, project updates, meeting minutes and Advisory Committee approved documents will be posted on the website subject to CSRD approval.
- Advisory Committee members may distribute CSRD materials that have been approved for public release (these are posted on the website or social media); certain materials can be distributed to the organization a member represents – confidentiality rules still apply.
- Media contact is welcome and will draw upon facts and decisions that are publicly available (i.e. on website or social media); individual Advisory Committee members cannot individually represent the Advisory Committee or the CSRD on issues that have not been resolved through process, however, consultants and Advisory Committee members can represent a specific perspective as long as this is made clear.

Advisory Committee and open house meetings will be scheduled based on feedback from the Advisory Committee and may include evenings and weekends at various locations throughout the plan area. Aligned with the requirement for five technical memos and the development of the final plan, it is anticipated that five to seven advisory committee meetings will be required.

Outreach Tools:

- Regional District website with links on other popular websites
- Regional District Social Media including Facebook and Twitter
- A series of Open Houses. Six distinct communities exist within the plan area and open houses will be scheduled to accommodate input from each of the sub-communities of Tappen/Notch Hill, Sunnybrae, Blind Bay, Sorrento, White Lake and Eagle Bay. Four sub-community specific open houses will be held during Phases 3 and 5 of the project process.
- Media Releases and Interviews
- Newsletters
- Posters (at Open Houses)
- Sounding Boards
- Phone Survey and Questionnaires
- Informational displays at Regional and Community events
- Workshops, interviews and meetings with the Advisory Committee and high level stakeholders
- Partnerships with organizations with similar mandates.

Key Messages for All External Documents:

- The Electoral Area C Parks Plan, adopted 2003, has been in effect for thirteen years.
- The plan contains a number of projects and initiatives and goals that have for the most part been acted upon or achieved.
- A new plan is being undertaken and will be completed approximately in March 2017.
- This planning process will serve as the basis for finalizing a strategic implementation and operational plan for the next ten years and beyond.

- This review is important because it affects residents, businesses, organizations and other stakeholders who use and enjoy parks and recreational opportunities in Electoral Area C.
- The 2016 budget for Electoral Area C Parks is \$785,000 – this includes operating, capital works and expenses.
- Any information in documents approved by the Advisory Committee is available for public release.

Engagement Process Graphic:

