



**Fall 2010 Engagement Report**  
**myPG OCP Review**  
*OCP Options and Implications*



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## Overview

This document provides a summary of the public feedback received during the OCP review stage of the myPG project, *Designing the Outcome* from September 22<sup>nd</sup> to October 17<sup>th</sup>. There were two major outreach points in this phase, summer and fall. **This document refers to the Fall 2010 period – Options and Implications.** A report on the Summer 2010 period is available at [www.mypg.ca](http://www.mypg.ca) or from Long Range Planning staff.

## Purpose of Engagement

Based on priority directions previously confirmed in the summer through public outreach, our primary goals in the fall period were to:

- (1) introduce initial draft policy to stakeholders and the general public for their feedback, and
- (2) understand community reaction to four options for directing growth over the next 15-20 years.

## Engagement Opportunities

The public was invited to provide feedback through the following avenues:

- (1) an Options for Growth Survey,
- (2) an Options for Growth workshop,
- (3) topic-specific stakeholder meetings and on-request presentations to stakeholder groups,
- (4) internal staff discussions,
- (5) social media, and
- (6) booths at local events.

The screenshot displays the myPG website interface. At the top, there is a navigation bar with links for Home, Media, and Contact. Below this, a main header features the myPG logo and the tagline "...get involved!". The website is organized into several sections:

- get involved:** A sidebar menu with options like "ATTEND AN EVENT", "OPTIONS FOR GROWTH SURVEY OCP PHOTO CONTEST", "BECOME A PARTNER", and "STAY IN TOUCH".
- my:announcements:** A central section with text updates, including "Take our Options for Growth Survey!" and "The myPG Official Community Plan Update has begun." Below this are two download links for "Part 1 (6 mb)" and "Part 2 (2 mb)".
- my:voice:** A section titled "What people are saying" with quotes such as "Love creating a strong identity for PG, especially making attractive use of rivers" and "More affordable rental opportunities are needed."
- Process Timeline:** A horizontal timeline at the bottom showing stages from "Evaluating the Future" (Fall/Winter 2009) to "Making it Happen" (Winter 2010-11). Each stage includes a brief description and a "details" link.
- Other Promotions:** Sidebars on the right promote a "myFAVE PG photo contest" and a "myPG VIDEO" with a "View" button.

## Informing and Inviting Engagement: City Communications

The community was informed about the OCP Process, its preliminary outcomes and engagement opportunities through a multi-pronged communications effort. As with previous myPG engagements, this phase relied on proven methods, but also experimented with new ideas to learn more about how best to engage with the community.

### Web and email

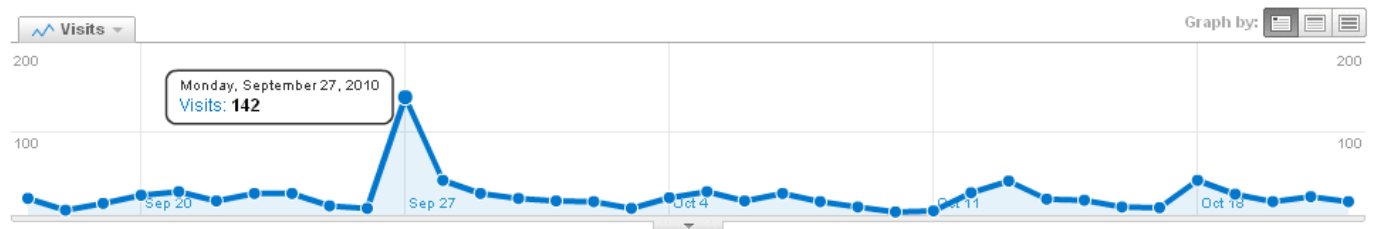
Email was a central outreach tool. A contact list of almost 700 stakeholders was established from an OCP Amendment Consultation List approved by City Council on February 15, 2010 and from interested participants in the myPG sustainability plan. For many other organizations and stakeholders for whom an email address was unknown, post mail was used to inform them of upcoming engagement opportunities. The first mass invitation informing stakeholders of upcoming meetings was sent out August 23<sup>rd</sup> - 25<sup>th</sup>, 2010. The invitation listed a variety of stakeholder meetings described in detail below and invited citizens to RSVP by phone or online registration. A follow-up reminder was sent out Sept 14<sup>th</sup>, 2010. A copy of the first invitation can be viewed in Appendix E.

The [www.mypg.ca](http://www.mypg.ca) website was updated to keep citizens abreast of upcoming engagement opportunities, inform them of past engagement outcomes, host online surveys and provide important background material. A scrolled quotes sidebar on the homepage showed citizen comments verbatim from the input received during the process, giving residents a very personal view of their voice being heard, and providing many others with an example of the City listening (see previous page image).

At the height of engagement, roughly Sept 17<sup>th</sup> to Oct 22, **823** visits to the website were recorded, almost 60% of these being new visits. We saw a sharp influx of activity on the website when the central survey for this phase was launched Sept. 27<sup>th</sup>.

### Dashboard

Sep 17, 2010 - Oct 22, 2010



#### Site Usage

823 Visits

3,179 Pageviews

3.86 Pages/Visit

26.85% Bounce Rate

00:03:26 Avg. Time on Site

57.47% % New Visits

## Media

A number of traditional and social media opportunities were leveraged to ensure the community was informed about the OCP Process and how to get involved and participate. Effective media relations and communications were critical to delivering a consistent public message. Community outreach thus far has included the following outlets:

- Ongoing: Various media outlets via interviews radio, television, newspaper (CBC, CKPG, Citizen)
- Ongoing: myPG website mentioned above and City of Prince George website was updated to reflect the OCP Review was underway (hyperlinked to mypg.ca site)
- Ongoing: Social Media use via Facebook, Flickr, Twitter, and You Tube
- Media Briefing Session on Growth Options on October 6<sup>th</sup>, 2010. This session allowed local media to learn more about growth options and ask a full range of questions.

## Events

Booths were set up at local events to inform residents about the myPG process and to draw attention to the Growth Options survey. The following events were attended:

- September 8 and 9, UNBC and CNC Community Days Booth
- Flood Plain Bylaw Open House September 15 - To include a discussion on Floodplain in relation to OCP, approximately 60 in attendance to this meeting.
- BC Rivers Day Music Festival, Fort George Park September 26. Approximately 60 people stopped by our booth to discuss the OCP review and fill out a survey (UNBC Partnership).
- Farmer's Market, Courthouse Yard Downtown October 2<sup>nd</sup>. Approximately 30 people attended the booth this cold autumn day for the last outdoors Farmer's Market of the year (UNBC Partnership).
- Pine Centre Mall Booth October 2 (UNBC Youth Engagement Partnership)
- Prince George Cougars Hockey Game, CN Centre October 15 (UNBC Youth Engagement Partnership). Over 100 people stopped by this booth for further information on the four (4) growth options and to fill out a survey, a high level of interest was shown at this event.



## myFave PG Photo Contest

As a way to draw further attention to the process, a photo contest was launched on the myPG.ca. The contest was unveiled at UNBC and CNC's Community Days in early September. The purpose of the contest was to draw interest in the City's OCP process and to invite a visual perspective into the generally verbal input. A photo essay of the best images will be created at the end of the contest for display during the launch of the draft OCP. Outreach initiatives to help promote this contest included a media release distributed to local and regional media, City of Prince George YouTube video feature, website communications (City and myPG), earned media, Twitter, Facebook, and Flickr features, and community engagement sessions at local events.



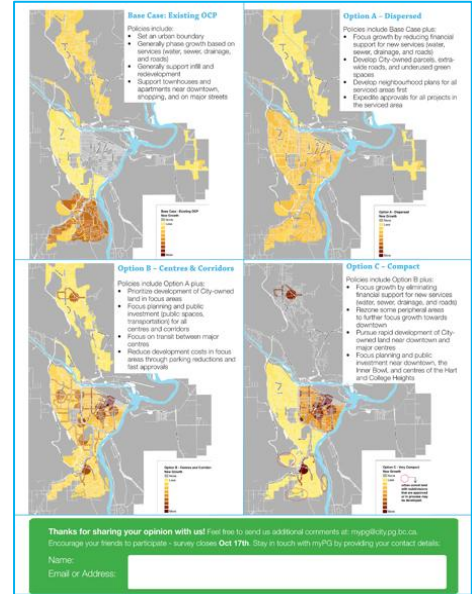
# Engagement Efforts and Results

## Options for Growth Survey

This survey supported the first purpose of engagement: to understand community reaction to four options for how to direct residential growth over the next 15-20 years.

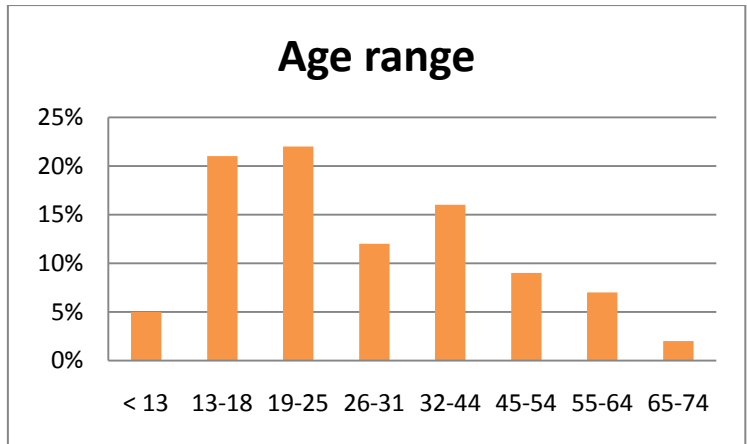
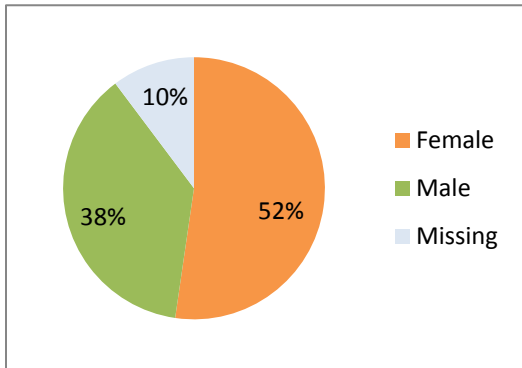
**283** citizens responded to a survey of residential growth options from September 27th to October 17th. During this time, the survey was posted online on the myPG website using the online tool SurveyGizmo and was available in paper form at stakeholder meetings, city hall, the library and the City’s booth at a variety of local events. In addition to the library computers made available to fill out the survey online, a computer kiosk featuring the survey was also set up in the lobby of City Hall for visitors to use.

The survey asked respondents to select one preferred option for growth. It made clear that a preferred direction would be developed by City planners in consideration of overall preferences and other feedback, and could combine features of more than one option. For this reason, respondents were asked for the most desirable elements of their top choice, and suggested improvements to it.



## Who responded?

About 90% of respondents provided voluntary statistical information. This told us that women represented about 52% of the respondents. As with the summer survey, there was a nice range of ages with youth (citizens 25 and under) representing about 48% of the respondents.



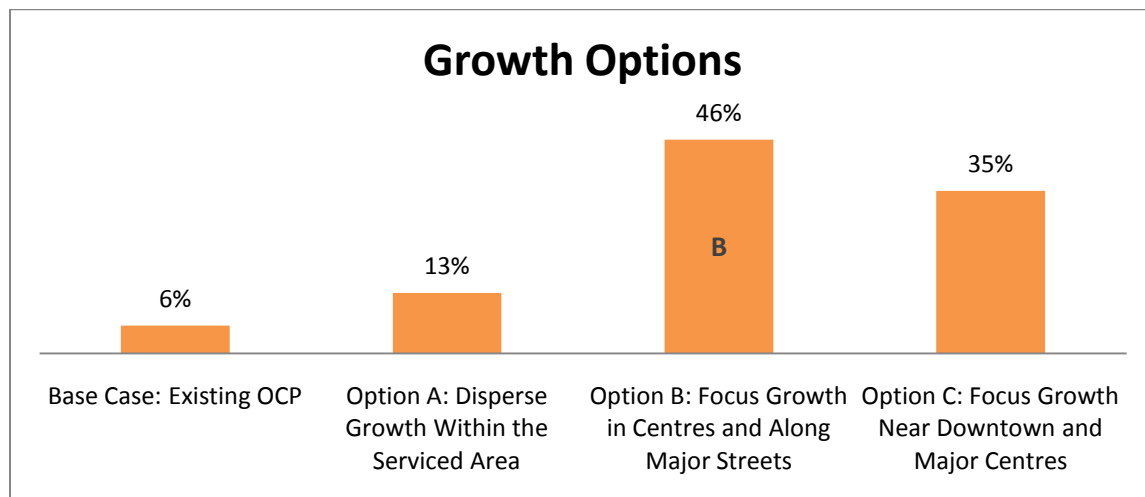
Neighbourhoods were also recorded, with College Heights residents representing 20% and West Bowl 17% of respondents, the rest being spread across the city with every neighbourhood represented.

## Community prioritization of growth options

Citizens were asked to select between four different options for residential growth. Each option included a map showing where growth would be concentrated, an overview of supporting policy tools, and an analysis showing the impact of each option on myPG goals (survey and overviews can be found in Appendix F). The options were:

- **Existing Base Case:** growth is occurring all over the city and generally focused outside the centre.
- **Option A: Disperse Growth Within the Serviced Area:** growth is still occurring all over the city but focused within a smaller urban boundary defined by areas already serviced with sewer, water and roads.
- **Option B: Focus Growth in Centres and Along Major Streets**
- **Option C: Focus Growth Near Downtown and Major Centres**

The chart of results below shows the community's preference among the four options as shown by the survey. Option B was preferred by almost half of respondents, with Option C a close second.



## Most desirable elements and suggested improvements:

In addition to selecting their favorite option, participants were asked to provide more detail about their choice. When asked what they **liked most** about their selection and how they would **improve** their selection, the following common themes were found:

Option	Desirable elements	Improvements	
<b>Base Case</b>	<ul style="list-style-type: none"> <li>• Growth away from bowl and its air quality issues</li> <li>• Spreads priorities across the city</li> <li>• Most practical</li> </ul>	<ul style="list-style-type: none"> <li>• Maximize existing natural features like the two rivers</li> <li>• Equal weight to residential and commercial development</li> </ul>	<i>"I like the idea of the city spreading with pockets of nature throughout."</i>

Option	Desirable elements	Improvements
A	<ul style="list-style-type: none"> <li>Disperses growth across the city for everyone's benefit</li> <li>Gives people options, more opportunity for diversity of places to visit in the city</li> <li>More room, less dense</li> <li>Practical</li> </ul>	<ul style="list-style-type: none"> <li>More infill, more development</li> <li>Focus on development that benefits the community</li> <li>Improve transit</li> <li>Incentivize specific beneficial growth such as in the downtown and corridors, but don't limit it.</li> </ul>

*"This option dramatically reduces the size of the current urban area without imposing rapid change that is not supported by market conditions."*

Option	Desirable elements	Improvements
B	<ul style="list-style-type: none"> <li>Reduces the need to travel through serviced centres</li> <li>Encourages transit, walking and cycling</li> <li>Both compact and dispersed, limits sprawl but allows some peripheral development</li> <li>Balances growth priorities, developing the downtown while still providing upgrades/services to other major areas of PG</li> <li>Uses current services</li> <li>More affordable housing opportunity</li> <li>Less carbon emissions</li> <li>Increases community cohesion</li> </ul>	<ul style="list-style-type: none"> <li>Add a component of Option C ie encourage downtown development</li> <li>Increase alternative transportation connections (transit, trails and bike lanes)</li> <li>Improve green spaces</li> <li>Develop around the university to increase businesses in the area.</li> <li>Use Option B as a stepping stone to C</li> <li>Consider some rural development at cost to the developer</li> </ul>

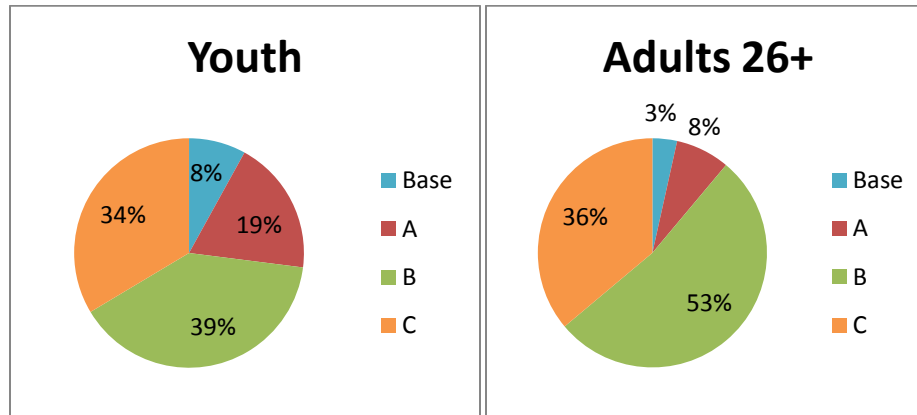
*"...focus[es] development and growth downtown, but also recognizes that many people may prefer to live in other areas of the city...the plan discourages urban sprawl, and recognizes the expense of providing services to new neighbourhoods."*

Option	Desirable elements	Improvements
C	<ul style="list-style-type: none"> <li>Develops underused land instead of greenfield</li> <li>Encourages a healthy, economically stable and beautiful downtown</li> <li>Reduces sprawl, compact</li> <li>Less reliance on the automobile</li> <li>Utilizes existing infrastructure</li> <li>Open space preserved</li> </ul>	<ul style="list-style-type: none"> <li>Ensure efficient public transit</li> <li>Use careful design guidelines</li> <li>Encourage mixed use</li> <li>Encourage active transportation within &amp; between centres</li> <li>Retain green spaces in the centres</li> <li>Address affordable housing issues that might arise</li> </ul>

*"Allows for re-vitalization of downtown, which helps locally owned business, and fosters the development of a community identity and sense of place."*

## The youth voice

As a significant voice at 48% of the respondents, youth (citizens 25 and under), showed similar preferences to respondents in general with emphasis first on Option B and then on Option C. However, there was more youth support for the Base Case and Option A than in the overall survey. This was driven by a desire to access activities all over the city, not just in designated centers.



Their comments highlighted the following preferences:

- More options for something to do around the city, more places to live
- More growth everywhere
- More ways to travel – bus, bike, foot
- Downtown growth and limited new development in natural areas

*“I like [option c] the most because I want the people downtown to buy a house and not sleep outside”*

## Options for Growth Workshops and Events

Centered on the growth options described above, two workshops and two events were held to discuss each option in more detail: one City-led workshop for the public and major stakeholders, and three smaller workshops and information survey booths for youth.

### City-led workshop

Registration to the City-led workshop was open to anyone and advertisement of the event was placed on the myPG website, through a media release and through invitations sent to the OCP stakeholder list. RSVPs were gathered via mypg.ca using an online tool called EventBrite.

On October 7<sup>th</sup>, 2010, **26** citizens and 6 City staff attended the workshop as participants. Citizens represented a range of organizations and interests, including local NGOs, developers, engineers, and UNBC. A list of organizations attending the workshop can be viewed in Appendix D.



In facilitated groups of 6-8, participants were asked to identify the implications and opportunities of growth management on myPG community goals, to review and discuss in detail the issues, opportunities and improvements for the growth options. Each group discussed two options, and then all of the groups

reported back so everyone understood opportunities and issues for all of the options. After further discussion, participants voted for their preferred choice and then talked about the voting results overall.

In the final straw poll, **Option B** was the clear favorite, receiving a strong majority of votes (66%). Participants were clear, however, that the option could be improved and that it was not without its issues. The following summary provides an overview of potential improvements to Option B discussed.<sup>1</sup>

### Improvements to Option B

- Phase the infill development and focus on specific areas on certain corridors first before spreading it.
- Indicate how we will pursue this direction if we are not growing and if we are declining.
- Maintain the population in existing areas to deal with negative growth and school closures – don't focus exclusively on nodes and corridors.
- Consider planning that has already occurred, e.g. University Heights Neighbourhood Plan, in defining growth areas, and weigh against community's desire to reduce sprawl.
- Need to engage property owners when re-designating lands.
- Consider the impacts of the LTN Treaty Settlement Lands within City limits.
- Water, sewer and storm issues need to be identified up front so offsite costs are minimized for infill development.
- Plan must be consistent with infrastructure modeling.
- Careful urban design, especially on city lands where there is more control.

### Youth-focused workshops

A class at the University of Northern British Columbia, School of Environmental Planning *ENPL 304 Mediation, Negotiation, Public Participation* organized events around engaging youth within our community. The initial plan was to engage youth in partnership with School District No. 57. However, the School Board did not have adequate resources to provide access to schools within the planning time frame, as they were engaged with other priorities. To support future engagement, the City is now working with the School Board to establish a protocol to facilitate School District and student involvement in local government planning.

As a result, the ENPL 304 class engaged youth at three locations:

- Group 1: Pine Centre Mall Booth October 2<sup>nd</sup>
- Group 2: Youth Around Prince George (YAP) Workshop October 12<sup>th</sup>
- Group 3: Prince George Cougars (WHL) Hockey Game Booth October 15<sup>th</sup>

The main goal for this class' work was to assure youth were within their own secure environment where they felt comfortable providing input and completing a growth options survey. In groups 1 and 3, students relied on information booths and poster-size maps displaying the growth options, to entice passing youth, engage them in dialogue and invite them to answer the survey. Group 2, on the other hand, had the opportunity to engage at-risk youth in a workshop format similar to the City's described above.

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<sup>1</sup> Detailed event notes can be obtained through the Long Range Planning department.

Given the time-frame of UNBC courses in comparison to the OCP planning timeline, student reports analyzing the effectiveness of their events will only be made available after this report has been published. However, all surveys filled out by youth during UNBC’s process have been incorporated into the overall survey results and are reflected in the youth analysis above.

## Topic-specific Stakeholder Meetings

City OCP planners held a series of stakeholder meetings, focused on the second purpose of this engagement: to hear what the community thought of initial draft OCP policy.

Four open meetings were publicized by email to a stakeholder list of over 700 organizations and individuals, and to the general public through the mypg website and media releases. RSVPs were gathered via mypg.ca using an online tool called EventBrite. Stakeholders were also invited to request personal meetings for their organizations. A total of **9** stakeholder meetings were held representing **39** organizations in Prince George and a number of private citizens. A list of organizations attending the workshops can be viewed in Appendix D.



Meetings were topic-specific, each focusing on two priority directions. Participants were given an overall presentation on priority goals and how these related to the OCP directions. Then, in small groups, participants were asked to review draft policy and provide feedback by answering two questions:

- What would you add and why?
- What would you change or remove and why?

Meetings were held as follows:

Topic	Date	Turnout
<ul style="list-style-type: none"> <li>• Improving air quality</li> <li>• Updating environmental hazards policy</li> </ul>	Sept. 22	26
<ul style="list-style-type: none"> <li>• Supporting better solid waste management</li> <li>• Encouraging renewable energy &amp; district energy systems</li> </ul>	Sept. 27	24
<ul style="list-style-type: none"> <li>• Prioritizing walking, cycling &amp; transit</li> <li>• Enhancing the city through design</li> </ul>	Sept. 28	23
<ul style="list-style-type: none"> <li>• Increasing affordable, accessible housing</li> <li>• Supporting food &amp; agriculture</li> </ul>	Sept. 30	20

The on-request meetings were:

- Regional District of Fraser Fort George Board, September 16<sup>th</sup>
- School District No. 57 Administration (Growth Management), September 20<sup>th</sup>
- City Council Workshop (Growth Management), September 23<sup>rd</sup>
- Canadian Home Builders Association of Northern B.C., October 19<sup>th</sup>
- PG Heritage Commission, October 28<sup>th</sup>

*How did Prince George stakeholders respond to draft OCP policies?* Two kinds of feedback were received: changes to specific draft objectives and policies, and broad direction. Detailed event notes and the draft policy that was reviewed can be obtained through the Long Range Planning department. The following provides the broad direction from participants:

### ***Environmental hazards***

- Good first draft, well detailed
- Like and want detail but need it to be concise, a more condensed format
- Need to know more about what is coming in and out of the community i.e. rail
- Would like to see a direction to shift strategic growth away from hazardous areas

### ***Air quality***

- Stronger, detailed direction needed in the policy, similar to current Hazards draft - bad air quality is a hazard
- Enforce air quality infractions
- Education is missing from the draft
- Diversify partnerships – restaurants, CN Rail, etc

### ***Solid waste***

- Add a visionary statement like Zero Waste, reducing ecological footprint
- Increase waste diversion rates
- Include education and communications - the cost of garbage per ton, the value of recycling, environmental impacts of landfill sites
- Waste diversion impacts – measure collection systems for pollution control

### ***Energy***

- Include cost effectiveness and best practices
- Identify strategies to help households become energy self sufficient
- Evaluate existing bylaws to make sure they don't restrict households from being energy conscious

### ***Alternative transportation***

- Dangerous goods route – improved signage, designated times for movement
- Encourage car pooling for industry/business and residents
- Better signage on trails and bike lanes for safety and celebration
- Sidewalks-add detail regarding maintenance. How will this be achieved?
- No parking on bike lanes and major roads
- Clearly link the OCP to active transit plan
- Focus on compact growth to support transit

### ***Urban design***

- Add objective “Improve safety through implementation of (CPTED) Crime Prevention through Environmental Design”
- Gathering places within the streets should be part of design
- Streets should have some protection from the elements- summer shade and winter shelter
- Make sure there is space to host festivals and activities downtown
- Art should be designed for specific areas
- Expansion of the adopt art program (murals, community gardens, hanging baskets)
- Celebrate PG themes in streetscapes and architecture, river rocks, timber, fish statues etc
- Motivate and encourage maintenance of the existing native trees for new developments
- Include the costs in regards to beautification and overall design

## *Housing*

- Need a more goal-oriented housing strategy in policy format that provides clarity and depth
- Need a definition for affordable, a range with appropriate solutions for each would be helpful
- Collaborate with outside agencies
- More language to Supporting and promoting more affordable housing in the downtown core, specifically families
- Do not overburden the families when making secondary suites (2<sup>nd</sup> charge for garbage, water, etc)

- Incorporate food into housing policies - gardens

## *Food*

- Good clarity and depth in the language
- Create Agricultural Area Plan, Farming program and right to farm act
- Establish an agricultural advisory committee
- Add the Farm to School Program
- Talk about storage and winter storage of food
- Create urban agricultural database as a public tool to create partnerships and help harvest agricultural surplus

## **Staff Discussions**

Education and capacity-building workshops were held within City Hall in order to inform staff about the OCP and the opportunities for public input into the myPG OCP update. Staff was provided with key information and tools to circulate interest among their own departmental contacts to develop awareness of upcoming community engagement opportunities to get involved as community members themselves, and to provide clear direction to any citizens inquiring on the process.

## What We've Learned and Next Steps

This engagement process has helped to refine our understanding of what works in engaging Prince George citizens.

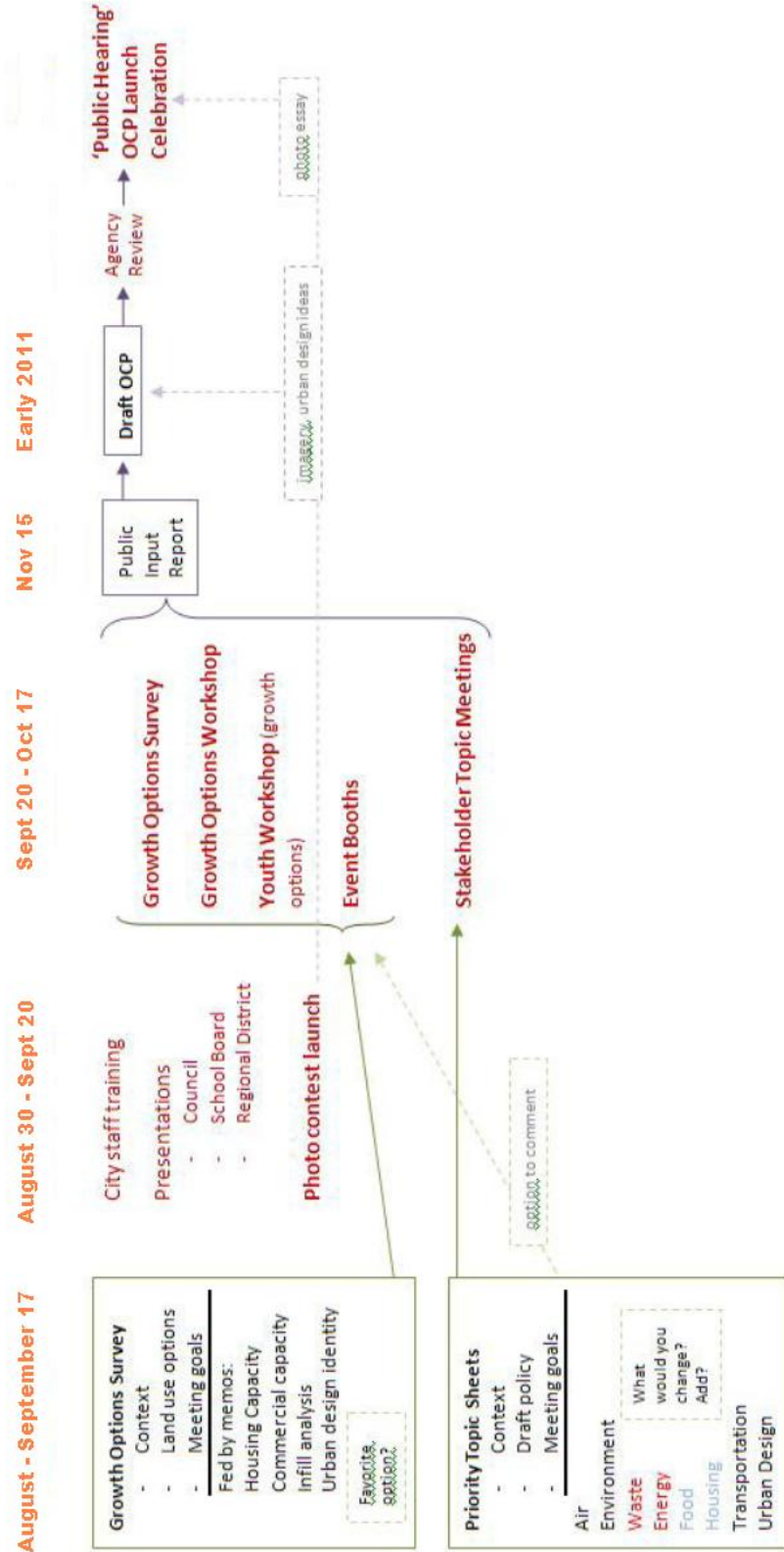
### Lessons Learned

- There is a solid group of Prince George citizens who are concerned about their community and passionate about Prince George's future. This interest was reflected in the involvement of a wide range of stakeholder groups in workshops.
- Public involvement has been extensive, but overall fewer people participated in the OCP update process, as compared to the myPG sustainability planning process. This is likely due to the following factors:
  - the OCP deals with a more limited range of topics (i.e. focused on land use and planning),
  - less resources and time were available to the OCP update consultation when compared to the myPG sustainability plan consultation, and
  - public perceptions about the complexity of the issues, and their individual abilities to influence the outcomes may have hampered participation.
- PG youth have a great interest in community planning and actively engage in our consultation processes when given the opportunity. However, any student engagement efforts involving SD#57 needs to be sensitive to their mandate and available time and resources. Therefore, engagement with elementary and high school students needs to be coordinated in a multi-step, and likely multi-year process with the Board of Education and Administration to ensure it is consistent with the policies and administrative duties of all stakeholders.
- Workshop participants appreciated the opportunity to provide early direction on policy development, in terms of general OCP topic areas (summer engagement) and specifics policy options (fall engagement). The input provided by participants has been thoughtful and detailed.
- Throughout this consultation process, staff has made themselves available to speak to any individuals or groups, in any forum, to discuss any topic related to the OCP. This open and transparent approach will continue as we advance to the next steps of OCP development.
- The UNBC partnership continued to be an effective use of resources for the City and a good learning opportunity for students.

### Next Steps

Along with the broader community input, staff has received input from some major land holders and developers. This input is valuable and will assist staff to finalize a draft OCP for Council's consideration. This draft will then be provided to City Council followed by consultation with external agencies (e.g. Regional District of Fraser-Fort George, the Province, First Nations, Land Reserve Commission, etc), stakeholders and the general public for comment. A final draft will then be made available to Council in the form of a bylaw, which will require a public hearing prior to adoption.

# Appendix A - Engagement Overview



## Appendix B – Overarching Engagement Principles

Through this engagement, the City's intention was to:

- **Use broad community outreach** to ensure key ICSP and OCP principles for public engagement are implemented, and OCP outcomes and opportunities to participate are brought to the attention of the community.
- **Catalyze and coordinate partnerships** for effective strategy development and to support implementation success.
- **Ensure an evolving, learning process** to challenge our mindsets and open the opportunity for innovation and creativity.
- **Be transparent, diverse and progressive.** Transparency through broad outreach. Diversity by focusing on key stakeholders, including youth and First Nations. Progressive by showcasing the products of each phase and showing evolution through the project.
- **Communicate consistently, and have clear objectives** by working with a consistent set of materials so that outcomes can be fairly compared.

The ICSP principles for engagement are:

- **Inclusive** - Engagement is our foundation for success. All voices are invited to participate, and will have opportunities to contribute meaningfully throughout.
- **Reflective** – We are learning together from each other in this process. Our shared community learning will guide myPG as well as future communications with the City.
- **Action oriented** – City council, staff, community partners and stakeholders are committed to implementing the plan in a timely manner and catalyzing immediate actions.
- **Creative** – Changing our mindset about the possible future for PG, and acting on that, while change and challenges occur.
- **Innovative** – We are trying new things to ensure effective, productive engagement and responsive plan and policy.

## Appendix C- Communications and Engagement Activities

To ensure balance of representation as well as to meet with target audiences, broad outreach was important. Priority participants included: Formal myPG partners, groups who have some decision-making influence due to involvement in program delivery, financing, development, etc), Youth , Aboriginal and First Nations, Neighbourhood representatives.

### Outreach and Notifications

Project Website Updates	
<b>Timeline</b>	Duration of project
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Provide relevant project information to public</li> <li>• Advertise events</li> <li>• Host photo contest</li> <li>• Solicit feedback through surveys</li> </ul>
<b>Description</b>	The myPG website is a focal point for information in the project, hosting all contests, surveys and event and background information.
<b>City outcomes</b>	<ul style="list-style-type: none"> <li>• Clearly communicates project identity, background information, phases and schedule, and engagement TASKS</li> <li>• Avenue for gathering contact information for interested community members</li> <li>• Avenue for input from citizens (i.e. survey, email submission)</li> <li>• Provides easy access to important information in a timely fashion</li> <li>• Links to social media for advertising</li> </ul>
<b>Public outcomes</b>	<ul style="list-style-type: none"> <li>• Awareness of the project objectives, timeline, and events</li> <li>• Ongoing involvement</li> <li>• Ability to provide feedback</li> <li>• Access to background information</li> </ul>

Earned Media and Email Notifications	
<b>Timeline</b>	<ul style="list-style-type: none"> <li>• Email and mail out invitation to stakeholders Aug 23</li> <li>• Reminder invitation to email list Sept 14</li> <li>• Public notification Sept 25 and ongoing</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Raise profile of Growth Options Survey</li> <li>• Advertise events and website</li> </ul>
<b>Description</b>	A comprehensive stakeholder and partners list has been compiled for ongoing notifications. This list and a media campaign will comprise the majority of notification avenues.
<b>City outcomes</b>	<ul style="list-style-type: none"> <li>• Drives people to the website survey and events</li> </ul>
<b>Public</b>	<ul style="list-style-type: none"> <li>• Awareness of the project and events</li> </ul>

## outcomes

### Event Booths

**Timeline** Sept 9 – Oct 17th

**Objectives**

- Leverage existing events to promote engagement avenues

**Potential venues**

- CNC College and Community Info Fair (Sept 9 – photo contest), 11:00 am to 2:00 pm \* CNC Atrium
- NUGGS UNBC Communities Day, Sept 8, 9
- BC Rivers Day (Sept 26)
- Farmer’s Market

**City outcomes**

- Raises project profile
- Communicates project identity, background information, and engagement
- Deliver and support survey

**Public outcomes**

- Awareness of the project and events
- Ability to provide input

### Primary Engagement Tools

#### myPG’s Options for Growth Survey

**Timeline** September 25 – October 17

**Objectives**

- Receive feedback about essential growth options
- Inform about key issues

**Description** The Growth Options survey is a simple multiple choice between various land use options. Through images and two page overviews the participant will be offered 4 different growth patterns for the City and will be asked to select one and explain why.

The survey is available on the mypg website and as a paper version.

**City outcomes**

- Identify preferred policy directions

**Public outcomes**

- Awareness of the project and events
- Ability to provide input and influence the scope of the project

#### Options for Growth Workshop

**Timeline** October 7

<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Build consensus on growth options</li> <li>• Establish joint preference for options and reasons why</li> </ul>
<b>Description</b>	This multi-stakeholder workshop focuses on the growth options that are the basis of the online survey. Implications for each option are reviewed and discussed.
<b>City outcomes</b>	<ul style="list-style-type: none"> <li>• Identify preferred policy directions</li> <li>• Multi-stakeholder agreement</li> </ul>
<b>Public outcomes</b>	<ul style="list-style-type: none"> <li>• Understanding of other standpoints and implications of options</li> <li>• Ability to provide input and influence the scope of the project</li> </ul>

<b>Topic-specific Stakeholder Meetings - by Priority Direction</b>	
<b>Timeline</b>	<ul style="list-style-type: none"> <li>• Improving air quality <span style="float: right;"><i>Wed, Sept. 22: 9:30 - Noon</i></span> Updating environmental policy (protection, hazards)</li> <li>• Supporting better solid waste management <span style="float: right;"><i>Mon, Sept. 27: 2pm – 4:30</i></span> Encouraging renewable energy &amp; district energy systems</li> <li>• Prioritizing walking, cycling &amp; transit <span style="float: right;"><i>Tues, Sept. 28: 9:30 - Noon</i></span> Enhancing the city through design</li> <li>• Increasing affordable, accessible housing <span style="float: right;"><i>Thurs, Sept. 30: 2pm – 4:30</i></span> Supporting food &amp; agriculture</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Inform about OCP project, key issues, priorities</li> <li>• Receive feedback on draft policy</li> <li>• Advertise survey</li> </ul>
<b>Description</b>	<p>4 topic-specific meetings will enable participants to review and discuss draft OCP policy for each of the OCP priority directions previously identified (except growth mgmt). The core questions are “<i>What would you add and why? What would you change or remove and why?</i>” Invitations are open to all through email invite and website posting. Each meeting will be attended by key staff experts depending on the topic being discussed. This process parallels the survey, therefore participants will also have the opportunity to fill in the Options for Growth survey.</p> <p>Stakeholders can also request personal meetings for their organization or download an overview of each policy direction and provide comments by email.</p>
<b>City outcomes</b>	<ul style="list-style-type: none"> <li>• Identify preferred policy directions</li> </ul>
<b>Public outcomes</b>	<ul style="list-style-type: none"> <li>• Awareness of the project and events</li> <li>• Ability to provide input and influence the scope of the project</li> </ul>

## Youth Specific Outreach

Photo Contest – Flickr based, Google Maps connection	
<b>Timeline</b>	September 7 – November 20
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Draw youth interest to the process (contest is not limited to youth though)</li> <li>• Gather great imagery of Prince George for photo essay</li> <li>• Raise profile of Growth Options Survey</li> </ul>
<b>Description</b>	Citizens will submit photos linked to a google maps application as part of a photo contest. The question: <i>“What do you love about Prince George? What is your favorite place? What defines Prince George as a unique place for you – good or bad?”</i> Select images will be used as part of a Prince George photo essay to be presented at the final Open House.
<b>City outcomes</b>	<ul style="list-style-type: none"> <li>• Great images to use as part of a photo essay for the final Open House in January and in OCP</li> <li>• An avenue for seeing what people like about their City</li> <li>• Spread awareness of the process, not only to the participants but also their friends and families.</li> <li>• Opportunity to enhance myPG dialogue through public display of the photos in public spaces – malls, libraries, etc</li> </ul>
<b>Public outcomes</b>	<ul style="list-style-type: none"> <li>• Draw their awareness to the OCP, the update process and events/opportunities for involvement, such as the online surveys</li> <li>• Chance to win fun prizes</li> <li>• Have their photos showcased as part of the OCP process and possibly in the OCP document</li> <li>• Develop a sense of ownership and connection with the community that they live within</li> </ul>

Options for Growth Youth Events	
<b>Timeline</b>	September 20 – October 17
<b>Target</b>	<ul style="list-style-type: none"> <li>• Youth of community aged 0-25</li> <li>• To engage youth through informal engagement opportunities</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Advertise O &amp; I survey and provide the tools needed to get help spreading the word about the survey</li> <li>• Receive feedback on Options and Implications (through completed surveys)</li> </ul>
<b>Description</b>	UNBC Students from UNBC’s ENPL 304 <i>Mediation, Negotiation and Public Participation</i> class developed and facilitated youth engagement events to youth across Prince George. Events included information about the OCP, and a walk through of the OCP Options for Growth survey for their immediate input.
<b>City outcomes</b>	<ul style="list-style-type: none"> <li>• Identify preferred policy directions</li> <li>• Build civic activism in youth</li> </ul>

	<ul style="list-style-type: none"> <li>• Spread awareness of the process</li> </ul>
<b>Public outcomes</b>	<ul style="list-style-type: none"> <li>• Awareness of the project and events</li> <li>• Ability to provide input through survey and influence the scope of the project</li> </ul>
<b>Student/Prof outcomes</b>	<ul style="list-style-type: none"> <li>• UNBC students: Facilitation and event organization skills development</li> <li>• UNBC students: Analysis and reflection on the effectiveness of their events</li> <li>• UNBC Profs: Research material for long term public participation publication</li> </ul>

## Appendix D – Organizations Attending Workshops

Accessible Transportation Action Committee  
Advisory Design Panel  
Association Advocating for Women & Children  
BC Cancer  
BC Transit  
BHSC Women's Shelter and Transitional Housing  
Canfor Pulp LP  
Carefree Society (HandyDART, Community Bus)  
Carney Hill Neighbourhood Society  
College of New Caledonia  
Community Arts Council  
Community Futures  
Communities in Bloom  
Community Living BC  
Community Partners Addressing Homelessness  
Community Policing  
Fortwood Homes  
Fraser Basin Council  
Handy Circle Resource Society  
Heritage Commission  
Heritage Neighbourhood Society for Clean Air  
Initiatives Prince George  
L&M Engineering Ltd.  
Latino Canadian Association of Northern BC  
McElhanney Consulting Services Ltd.  
Metro Waste Paper Recovery  
Ministry of Transportation & Infrastructure  
Northern Development Initiatives Trust  
Northern Health  
PACHA  
Participate PG  
PG Accessibility Advisory Committee  
PG Citizen  
PG Cycling Club  
PG Renewal  
PGAIR  
Power Mobility Club  
Regional District of Fraser-Fort George  
REAPS  
University of Northern BC  
United Way of Northern BC

## Appendix E- Stakeholder Invitation

## Appendix F- Growth Options Survey and Overviews