

# WHAT WE HEARD: ENGAGEMENT SUMMARY

COMMUNICATIONS AND ENGAGEMENT STRATEGY

FEBRUARY 15, 2022



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## TABLE OF CONTENTS

<b>Engagement Snapshot</b>	<b>3</b>
<b>Table of Contents</b>	<b>4</b>
<b>Executive Summary</b>	<b>6</b>
Engagement Overview	6
Key Takeaways	6
<b>Introduction</b>	<b>23</b>
Project Background	23
Engagement Purpose	23
<b>What We Did</b>	<b>24</b>
Engagement	24
Promotion	24
Incentives	25
<b>What We Heard</b>	<b>26</b>
<b>Key Actor Interviews</b>	<b>26</b>
Engagement Done Well	27
Engagement Strengths, Weaknesses and Opportunities	28
Supporting Community to Provide Meaningful Feedback	31
Best Ways the Regional District is Currently Reaching People	31
<b>Community Workshops</b>	<b>32</b>
Workshop Outcomes	32
Feedback on the Engagement Workshops	47
<b>Online Survey</b>	<b>49</b>
	<b>4</b>

<b>Who We Heard From</b>	<b>49</b>
<b>Communication Methods</b>	<b>52</b>
<b>Emergency Information</b>	<b>55</b>
<b>Engagement</b>	<b>56</b>
<b>Capacity Building</b>	<b>64</b>
<b>Appendix A. Interview Questions</b>	<b>66</b>
<b>Appendix B. Workshop Agenda</b>	<b>67</b>

## EXECUTIVE SUMMARY

The objective of the engagement program was to hear from individual Electoral Areas and City residents as to their preferred methods of engagement and the communication channels they use most frequently to receive information. The following is a summary of what we learned through workshops and a public survey.

### ENGAGEMENT OVERVIEW

Engagement took place from July to November 2021, and consisted of the following activities:

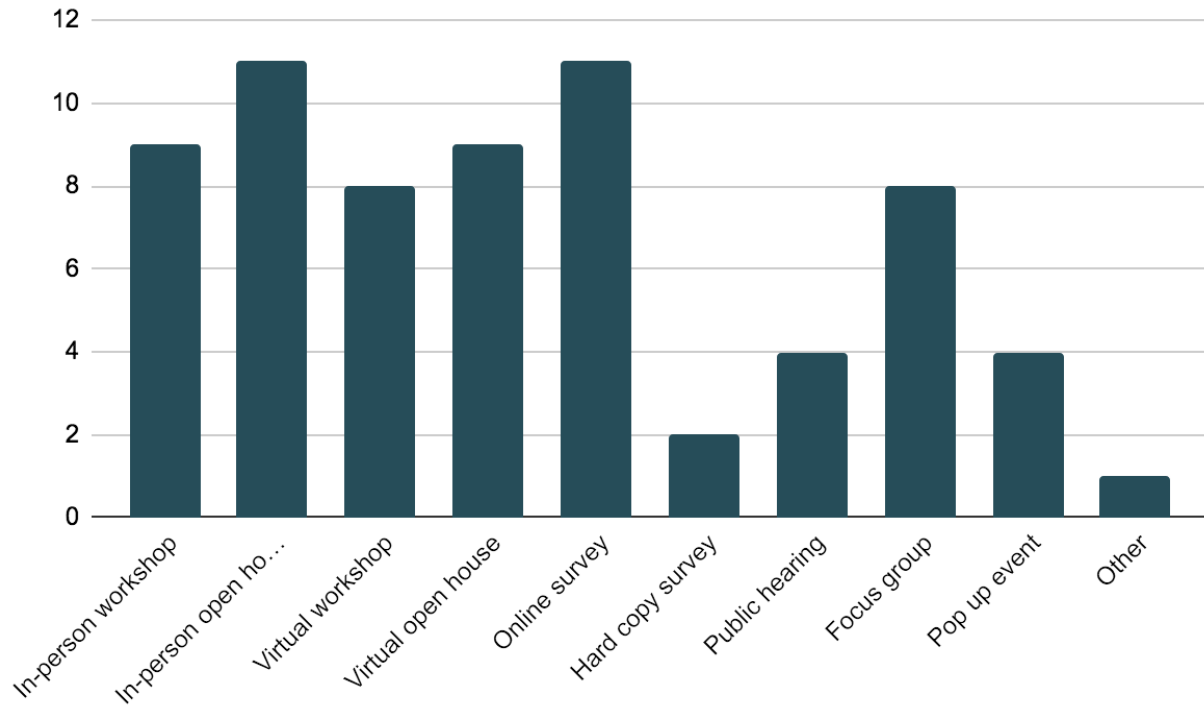
- Seven interviews with key actors (July to August)
- Five workshops (October to November): one for each of Electoral Areas A, B and C (combined workshop), D, and E, and one for City of Powell River residents (30 participants total)
- One pop-up event at the Powell River Recreation Centre (November)
- Online + hardcopy surveys (open from October 18 to November 19)
  - There were 255 responses to the survey (222 online; 33 hard copies)
  - In addition to the hard copy surveys distributed at key locations across the region, we mailed surveys directly to all residents on Lasqueti Island
  - Residents across the region could also phone the Regional District and staff would help them complete the survey

### KEY TAKEAWAYS

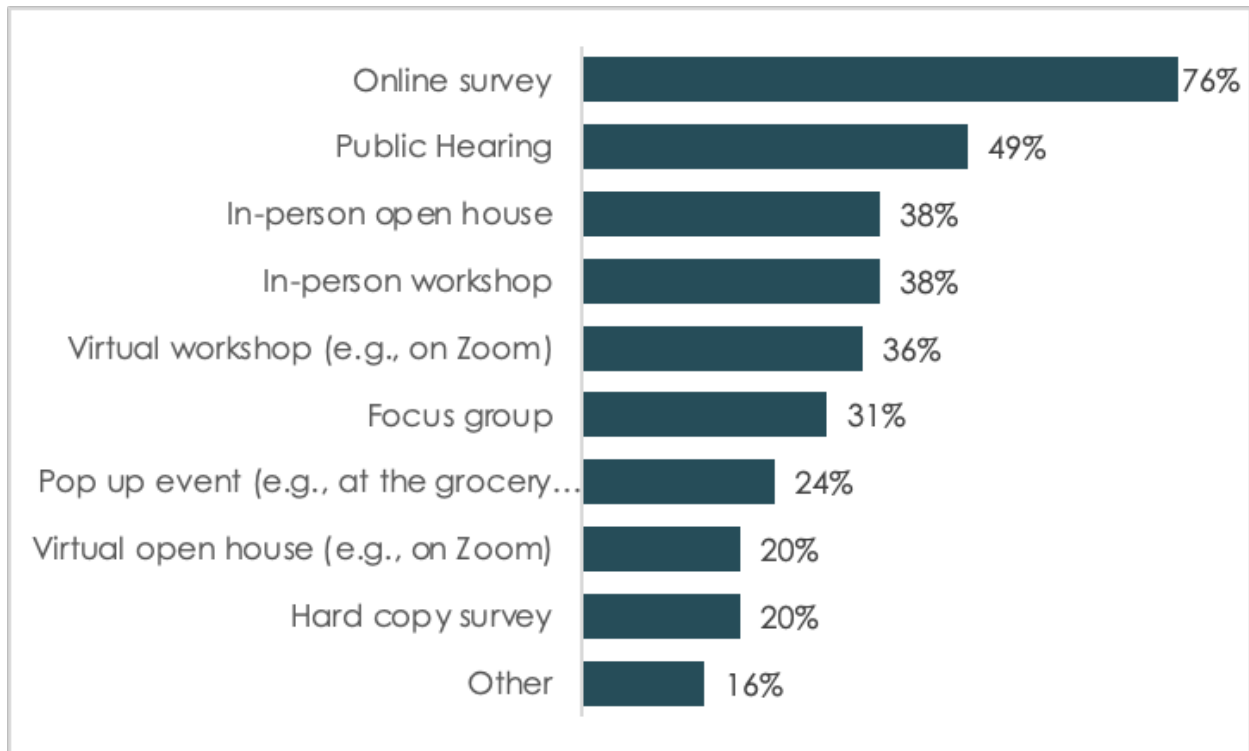
#### ELECTORAL AREA A

Electoral Area A covers the area northwest of the city boundary to Desolation Sound, and includes the Malaspina Peninsula, the community of Lund and Savary and Hernando Islands, and excludes Tla'amin Nation lands.

**Engagement Methods**

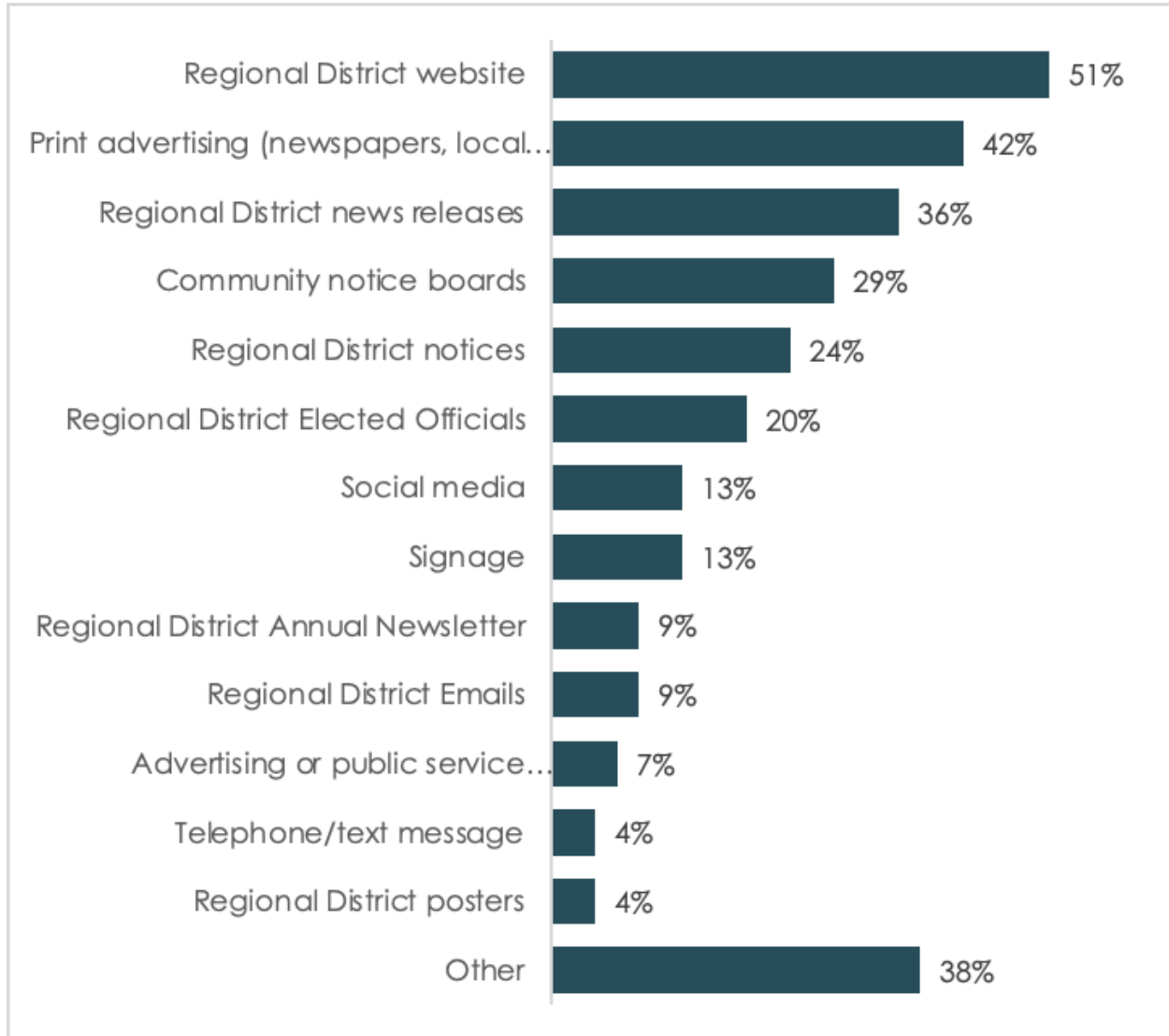


**Figure 1. Electoral Area A preferred methods of engagement from focus group**



**Figure 2. Electoral Area A preferred methods of engagement from survey**

**Communication Channels**



**Figure 3. Electoral Area A preferred communication channels from survey**

Participants from the workshops and survey also mentioned the following.

- Local organizations:
  - Savary Island Committees
  - Savary Island Property Owners Association
  - Lund Community Society
- Word of mouth
- Social media

Other ways to engage: Lund Post Office, local groups like Savary Island Property Owners Association and Association of Savary Island Committee, Savary Island Land Trust, community bulletin boards on the island at the wharf and general store. Physical notices were reported as being very important for Savary Island residents and should be up at least one week in advance of events. Others suggested the Regional District have email lists that people can sign up for to get more information. A summary of comments from the discussion include:

- People have to go to the Regional District's website and read Board minutes (i.e., it was the only way they found out what was happening at Indian Point).
- People haven't left the island in more than two months, so having information come to them or via email is important.
- The board member used to send monthly emails which made people feel like they were engaged.
- Savary Island Property Owners Association is for a small group of property owners and not the whole island.

#### **Other Factors**

Many Savary Island residents have other residences, and may only be on the island during the summer. Consider doing engagement during the summer and/or having virtual methods of engagement.

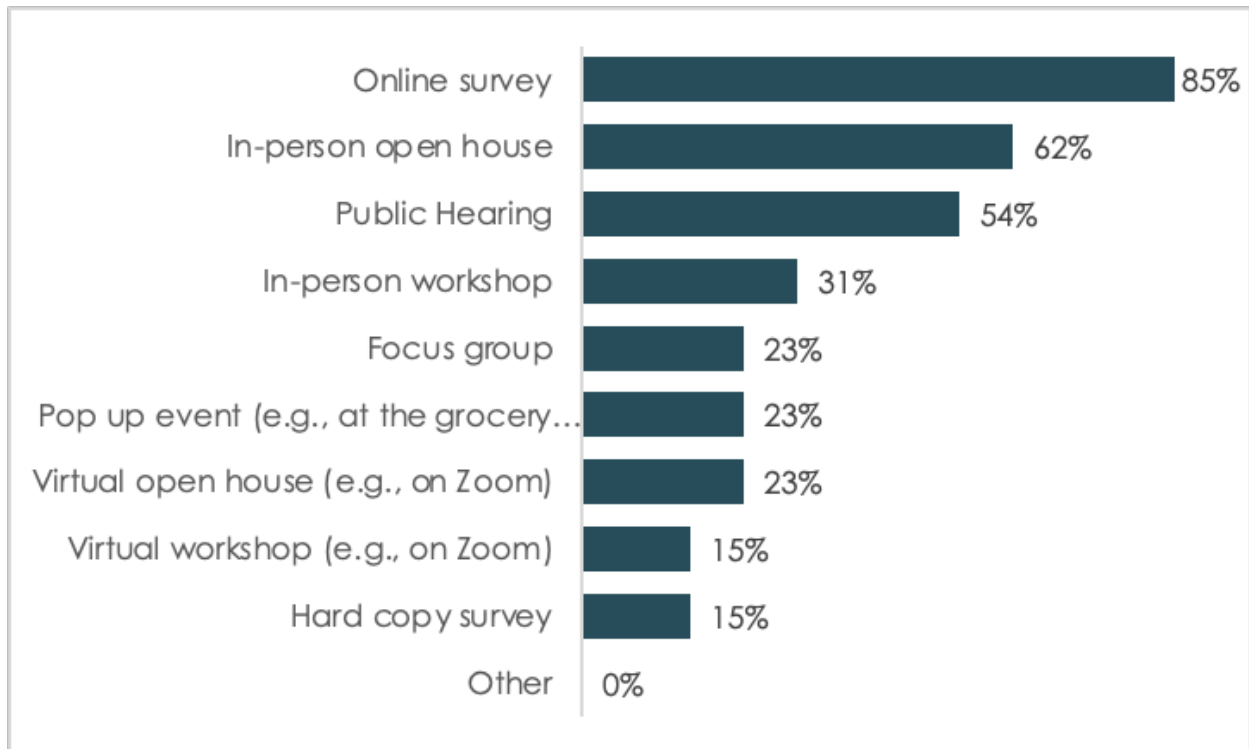
Need good presentation of facts to dispel any misinformation. People have young families with busy lives, so being succinct and focussed is helpful. The Regional District could have a better sense of who lives on Savary Island (part-time and full-time) and be more proactive to meet needs (e.g., water supply). Email is a good form of communication. The Regional District could form email groups to share information.

#### **ELECTORAL AREA B**

Electoral Area B covers the area southeast of the city boundary to Whalen Road and includes Paradise Valley and properties outside the city on Nootka Street, Covey Street and Tanner Street, and excludes Tla'amin Nation lands.



**Engagement Methods**

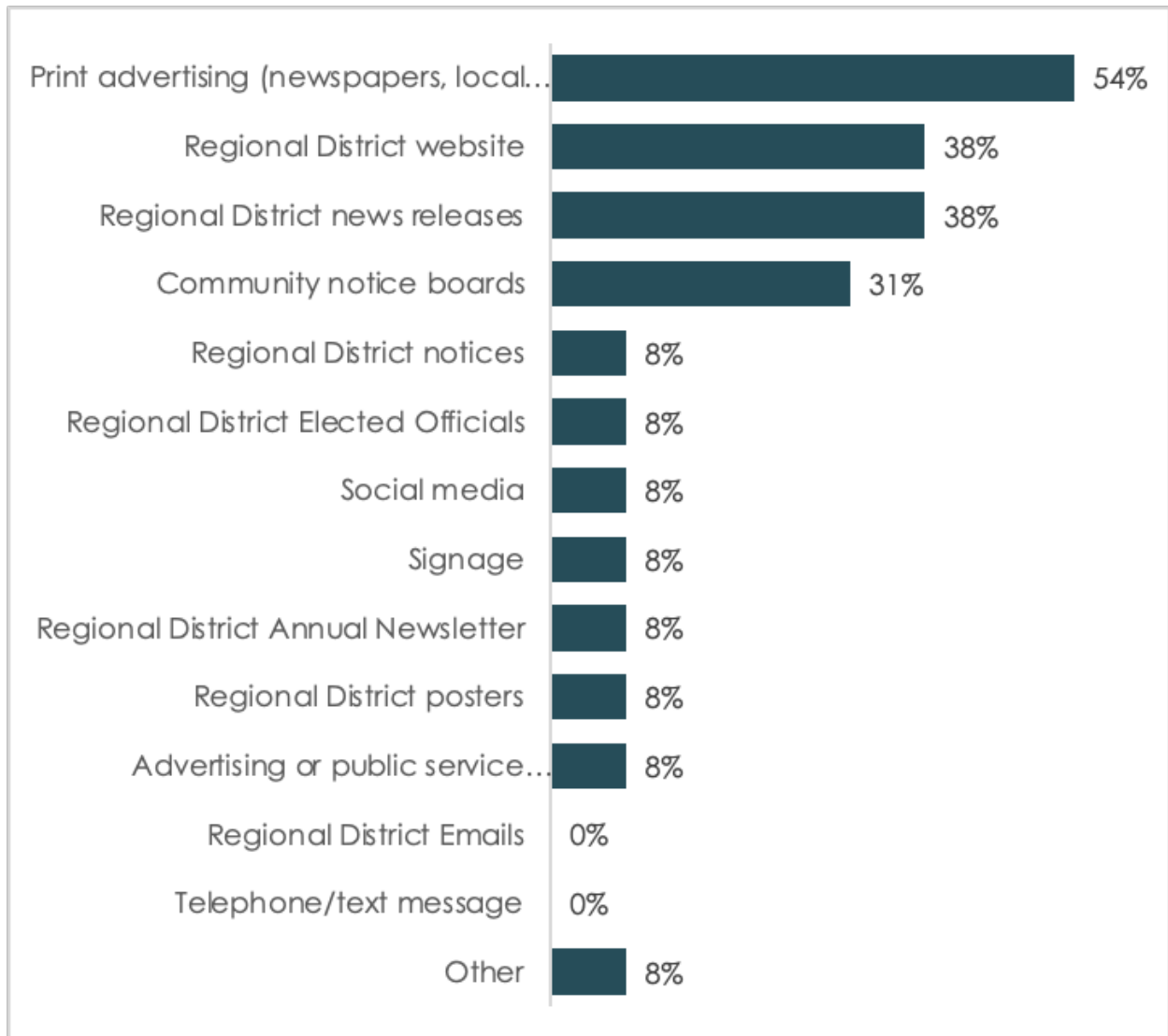


**Figure 4. Electoral Area B preferred communication channels from survey**

Participants from the workshops and survey also mentioned the following.

- In-person with virtual option, during COVID people don't want to leave their homes and still want to be engaged.
- People like town hall meetings even though it is an old format that is not always a relevant format depending on the objective of the engagement.
- Difficult with social media to keep facts straight. A lot of people in this area are apathetic about government.

**Communication Channels**



**Figure 5. Electoral Area A preferred communication channels from survey**

Participants from the workshops and survey also mentioned that the Regional District could connect with groups that are starting to form on social media like Powell River South (for Electoral Areas B and C).

**Other Considerations**

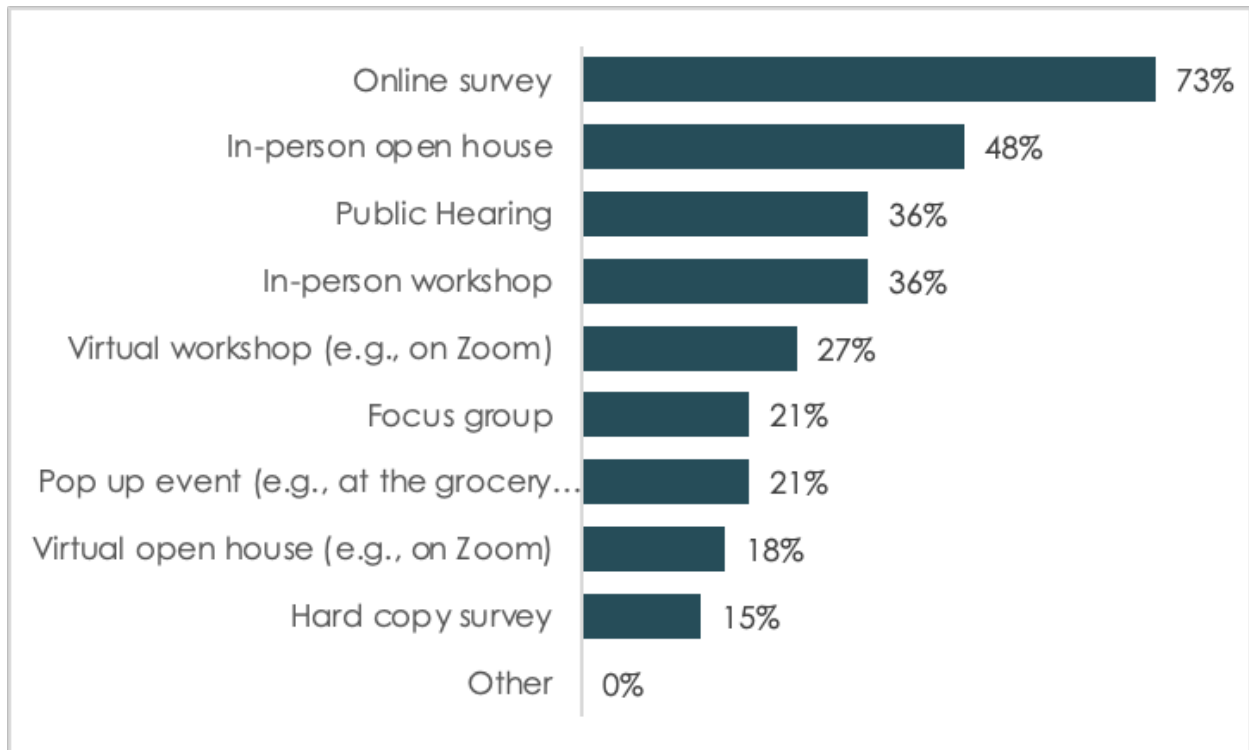
- Timing is important. Because there aren't streetlights, people aren't always comfortable driving at night, especially in winter.
- People want to know how the project benefits them (a consideration for each project to articulate).
- People want to receive a notice about works that are happening in their areas in advance (e.g., notices about grass cutting so people can move cars so the grass can be properly cut).

- People would appreciate information about regional services (see this as financial responsibility). Sending around a brochure illustrating what revenues come from and how tax money is spent by the Regional District is recommended.
- Close the loop with people after engagement events so they know how their feedback is being used to influence outcomes.

**ELECTORAL AREA C**

Electoral Area C covers the area southeast from Whalen Road to Jervis Inlet, and includes the communities of Black Point, Kelly Creek, Lang Bay, Stillwater and Saltery Bay.

**Engagement Methods**

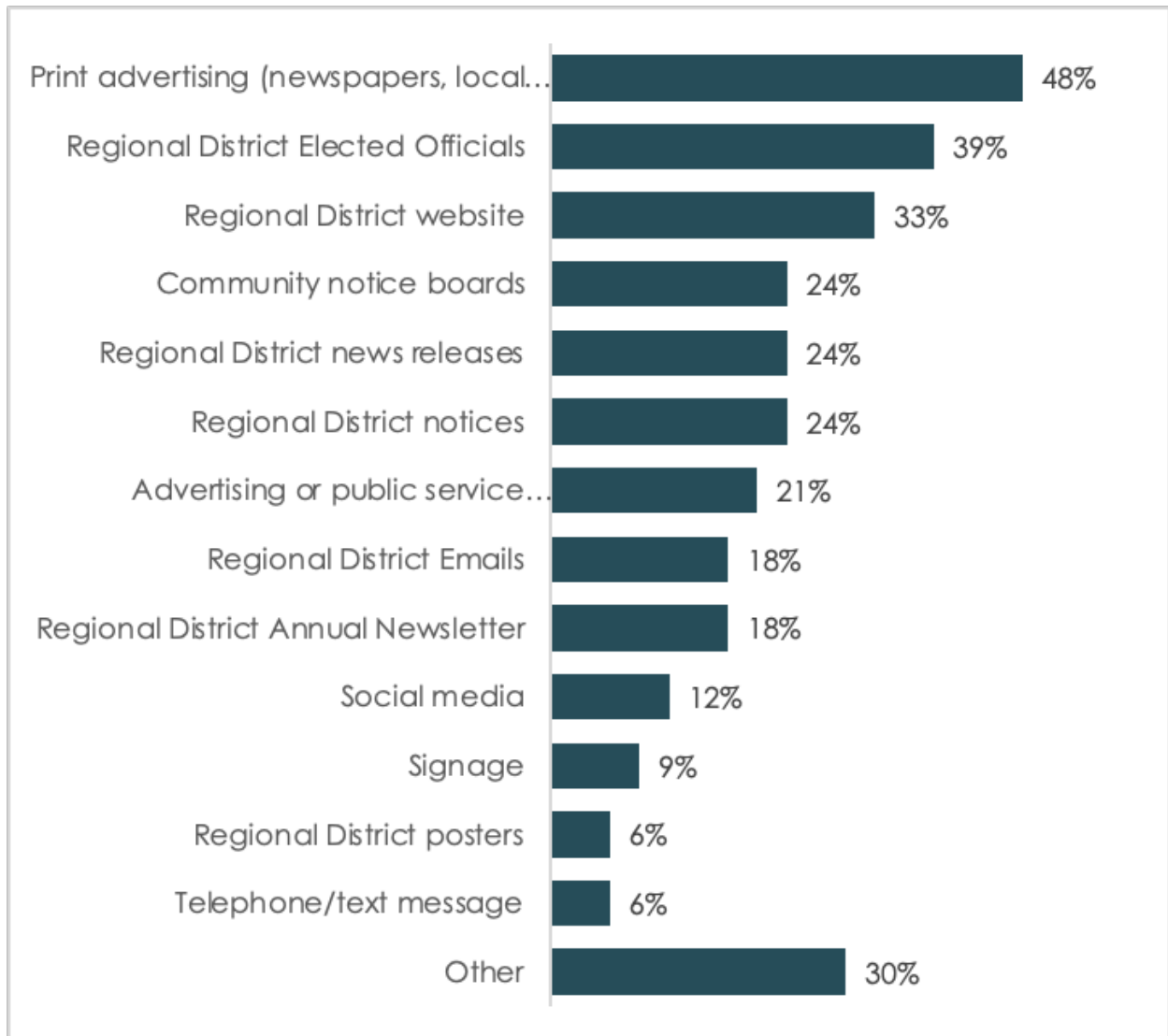


**Figure 6. Electoral Area C preferred engagement methods from survey**

Participants from the workshops and survey also mentioned the following.

- People prefer in-person engagement with a virtual option because during COVID, people don't want to leave their homes and still want to be engaged.
- People like town hall meetings even though it is an old format that is not always a relevant format depending on the objective of the engagement.
- It is difficult to keep facts straight with social media. A lot of people in this area have angst about government and are apathetic.

**Communication Channels**



**Figure 7. Electoral Area C preferred communication channels from survey**

Participants from the workshops and survey also mentioned the Regional District could connect with groups that are starting to form on social media like Powell River South (for Electoral Areas B and C).

**Other Considerations**

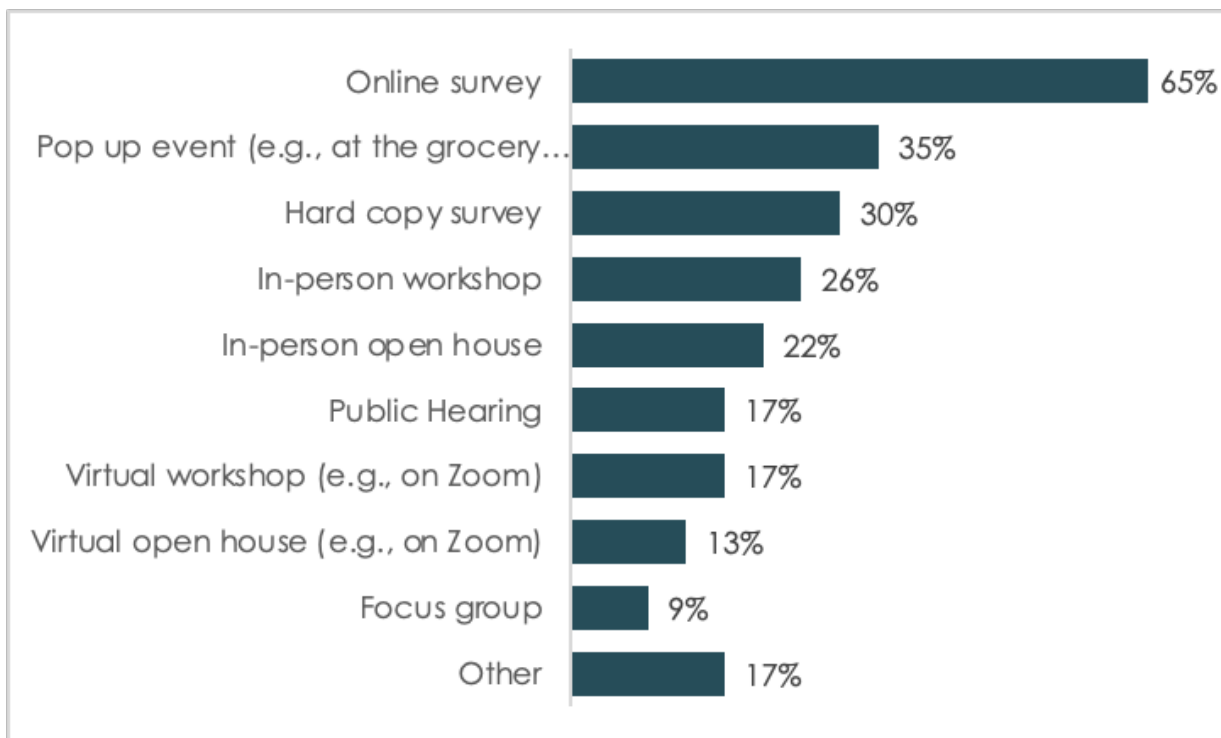
- Timing is important. Because there aren't streetlights, people aren't always comfortable driving at night, especially in winter.
- People want to know how the project benefits them (a consideration for each project to articulate).

- People want to receive a notice about works that are happening in their areas in advance.
- People would appreciate information about regional services (see this as financial responsibility). Sending around a brochure illustrating what revenues come from and how tax money is spent by the Regional District is recommended.
- Close the loop with people after engagement events so they know how their feedback is being used to influence outcomes.

**ELECTORAL AREA D**

Electoral Area D covers all of Texada Island and includes the communities of Blubber Bay, Van Anda and Gillies Bay, and excludes Tla’amin Nation land.

**Engagement Methods**

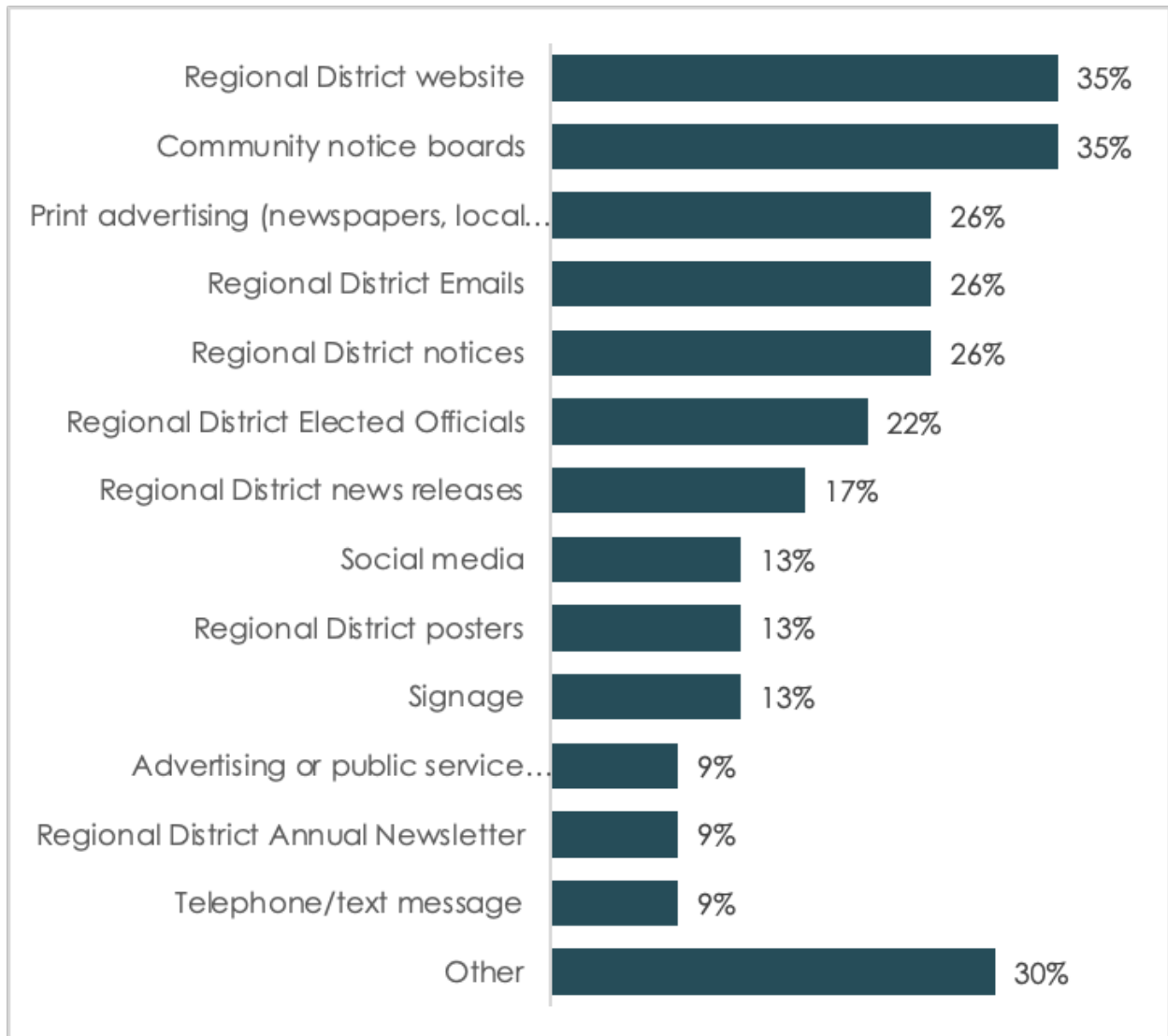


**Figure 8. Electoral Area D participants' preferred methods of engagement from survey**

Participants from the workshops and survey also mentioned the following.

- People prefer facilitated public meetings where everyone is invited at a time and place convenient to participants (especially those who are disabled).
- People prefer meetings outside of dinner time (i.e., 7:00 p.m. – 9:00 p.m. is preferred over 6:00 p.m. to 8:00 p.m.).
- People want to hear what everyone at the engagement event has to say, so they prefer not to be in break out groups. However, this may not always be a good option depending on what the objective of the engagement event is.
  - The experience with break out groups is better with a skilled facilitator who can create space for all voices, not just the loud or dominating voices. This helps for sharing quieter and dissenting opinions.
- Good to have ways of bringing out conflict and transforming it into consensus.

**Communication Channels**



**Figure 9. Where Electoral Area D participants like to receive information about engagement**

Participants from the workshops and survey also mentioned the following.

- Facebook groups on Texada (e.g., Texada Message Board).
- Texada Express Lines.
- Participants shared that they don't use QR codes.

**Other Considerations**

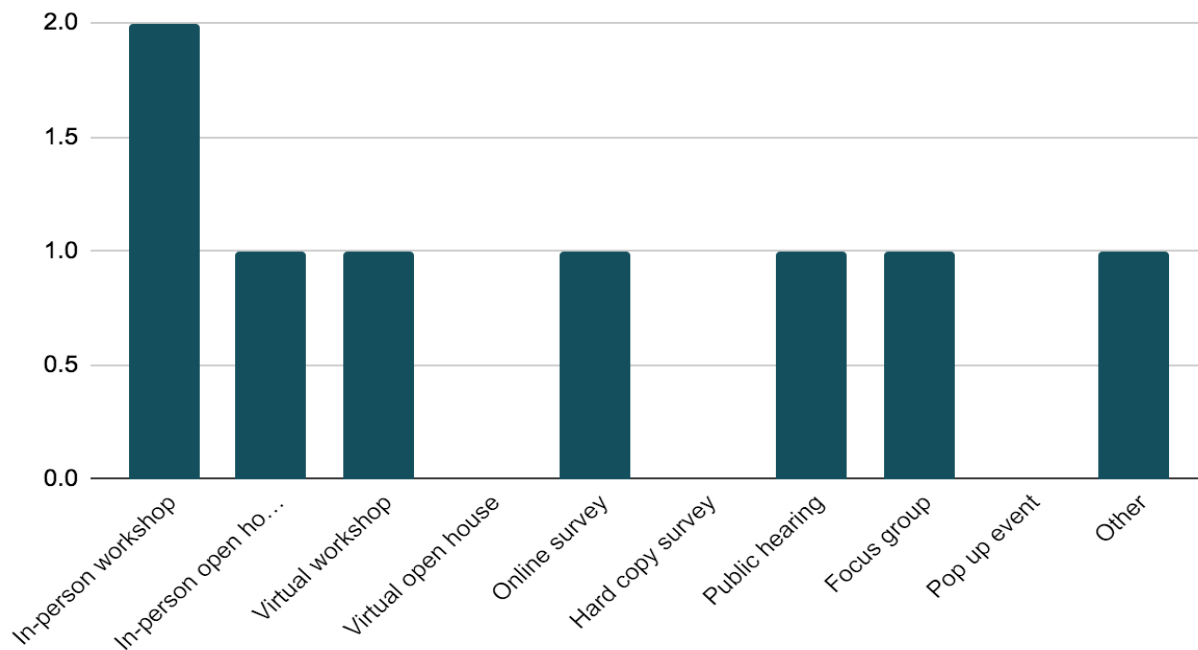
- Establishing better internet service across Texada Island.
- Summarize staff or consultant reports with recommendations to the board with the board agenda package.
- Provide balanced and thorough analysis of pros and cons of a project or policy. Sharing different perspectives.

- Want to see how the work that is being proposed aligns with community values outlined in the Official Community Plan.
- People want to understand what the project impact to the community will be.
  - Want to see alternatives to current ideas.
  - Want to see costs associated with recommended actions.

### ELECTORAL AREA E

Electoral Area E covers all of Lasqueti Island.

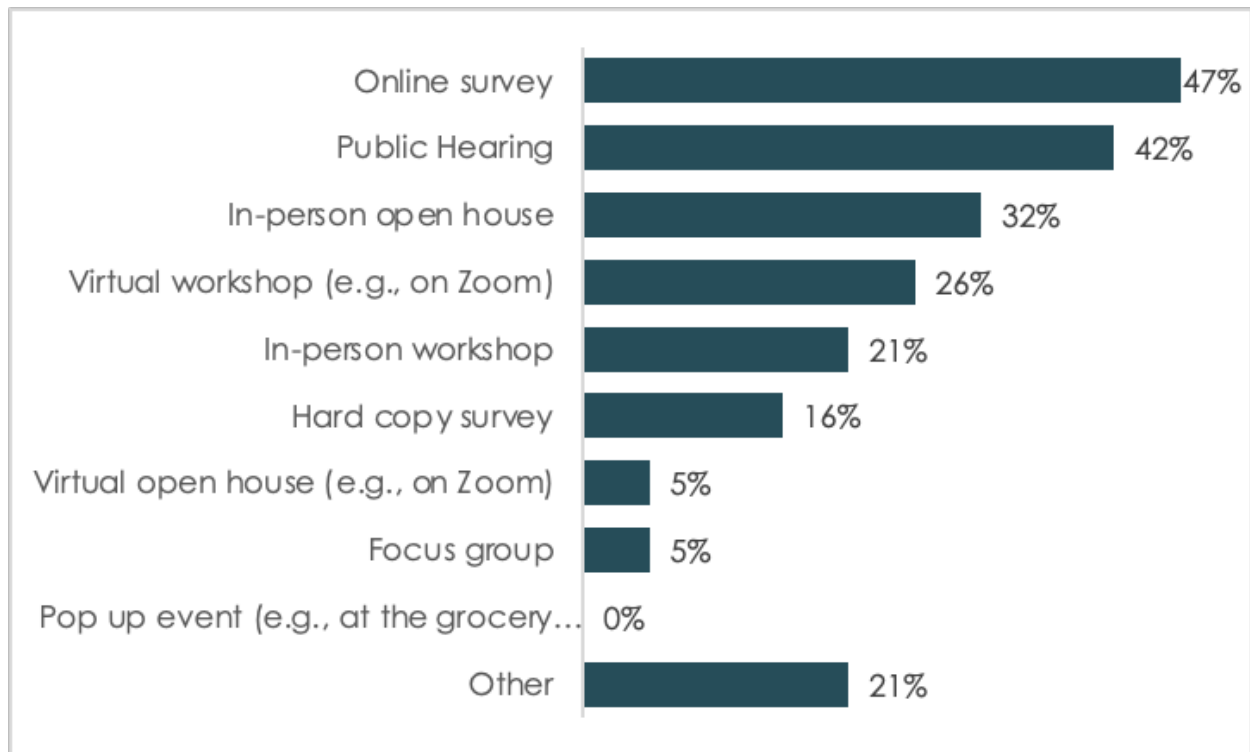
#### Engagement Methods



**Figure 10. Where Electoral Area E participants preferred methods of engagement from focus group**

Participants from the workshops and survey also mentioned the following.

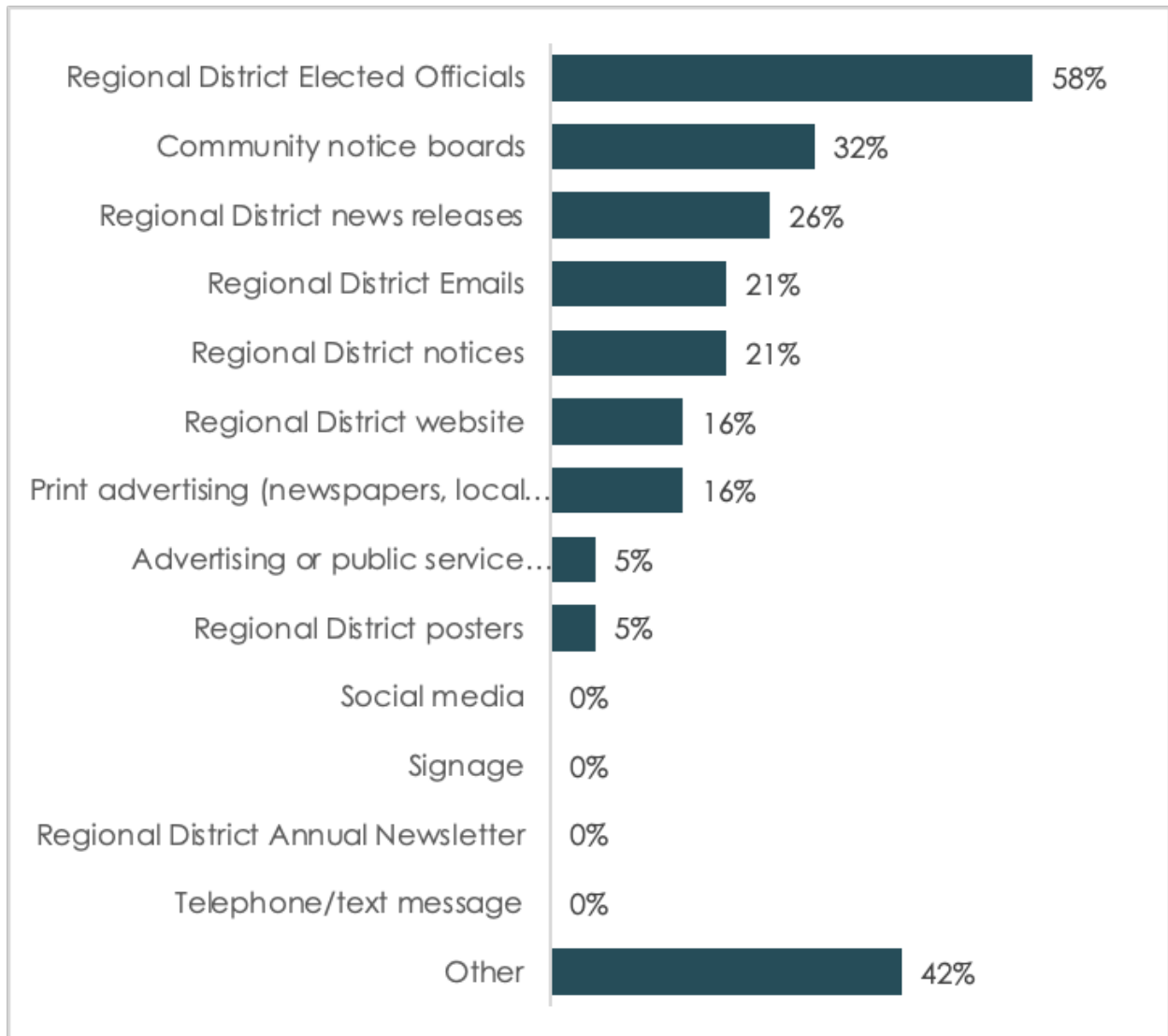
- Islands Trust did a good engagement for Islands Trust 2050. Timing in the evening worked well, had refreshments, had facilitators for break out groups. A lot of people were talking and sharing ideas. They circulated information cards about Islands Trust and specifics about Lasqueti.
- Depending on the topic, virtual or in-person for events (e.g., Fire Smart workshop where we could walk in the woods doesn't translate well to virtual and new economic development plan could be done virtually). When there is a direct benefit, having an event in-person is better.



**Figure 11. Where Electoral Area E participants like to receive information about engagement from survey**



**Communication Channels**



**Figure 12. Electoral Area E preferred communication channels from survey**

Participants from the workshops and survey also mentioned the following.

- Virtual ways to share information with residents on Lasqueti include:
  - Lasqueti email list
    - post to the email list and ask someone to post to Facebook groups
  - Facebook groups (Lasqueti Hotwire, Cooking and Community)
- Physical ways people share information:
  - two monthly newsletters (Lasqueti Island Local and Lasqueti Island Times) – read regularly
  - notice boards
  - Island (snail) mail

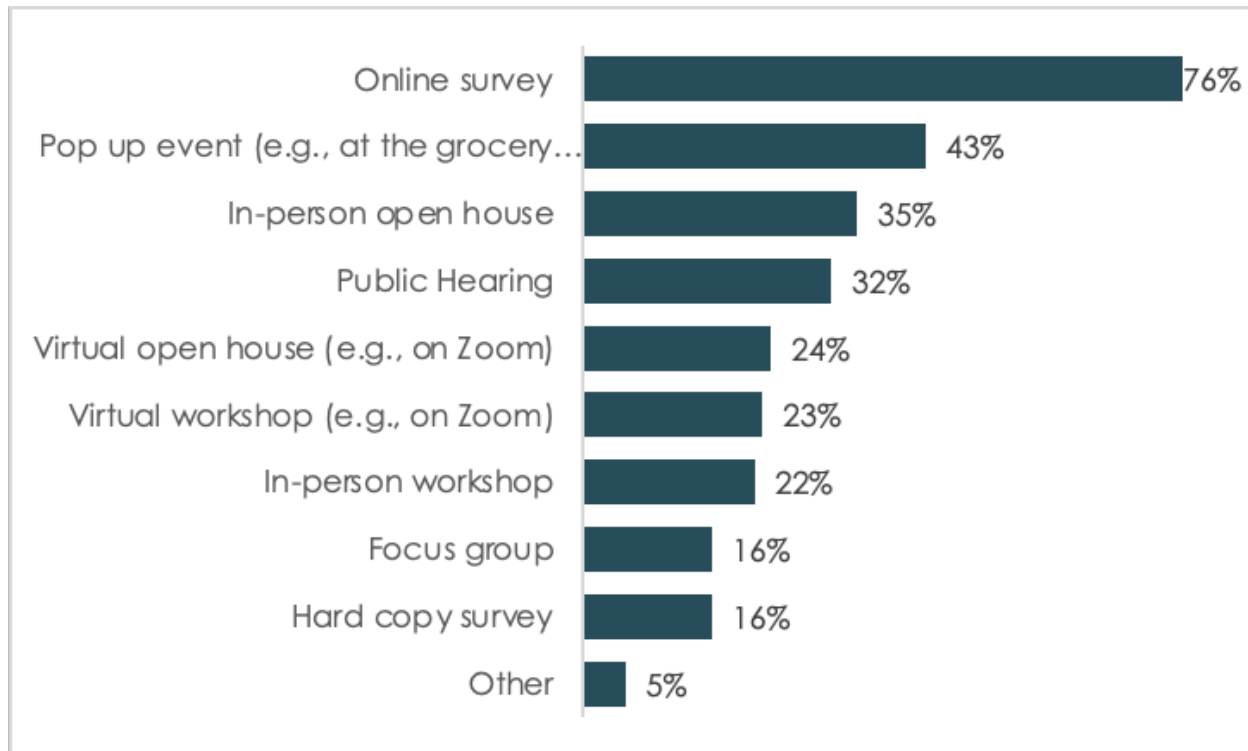
- Lasqueti legally uses the Parksville Qualicum News to give notices. Unclear if people read this.
- Regional website contains a lot of great information, unsure how much people are using it.

#### **Other Considerations**

- Residents are interested in projects and impacts related to fire, waste management, planning, parks and recreation because they feel connected to those services.
- Having a communicative director.
- Taxation is a big issue.
- Division of jurisdictions governing Lasqueti is challenging. As a result, Lasqueti does get left out of conversations sometimes.
- Daytime meetings are good because of water taxi schedules. Evenings are good too.
  - Ferry doesn't run on Tuesdays and Wednesdays, so people likely to be on Lasqueti those days.
- Make survey questions relevant to Lasqueti, especially on larger projects that include a broader area than just Lasqueti (e.g., the housing needs assessment (Islands Trust jurisdiction) was done by a consultant who didn't do their background research about Lasqueti. Questions on survey weren't relevant.
- Upgrading the equipment (audio/visual, internet) in the Judith Fisher Centre would be good so they can host concurrent virtual and in-person sessions.
- The annual regional newsletter to Lasqueti is only delivered to people who accept unaddressed mail. May not be reaching everyone.

CITY OF POWELL RIVER

**Engagement Methods**

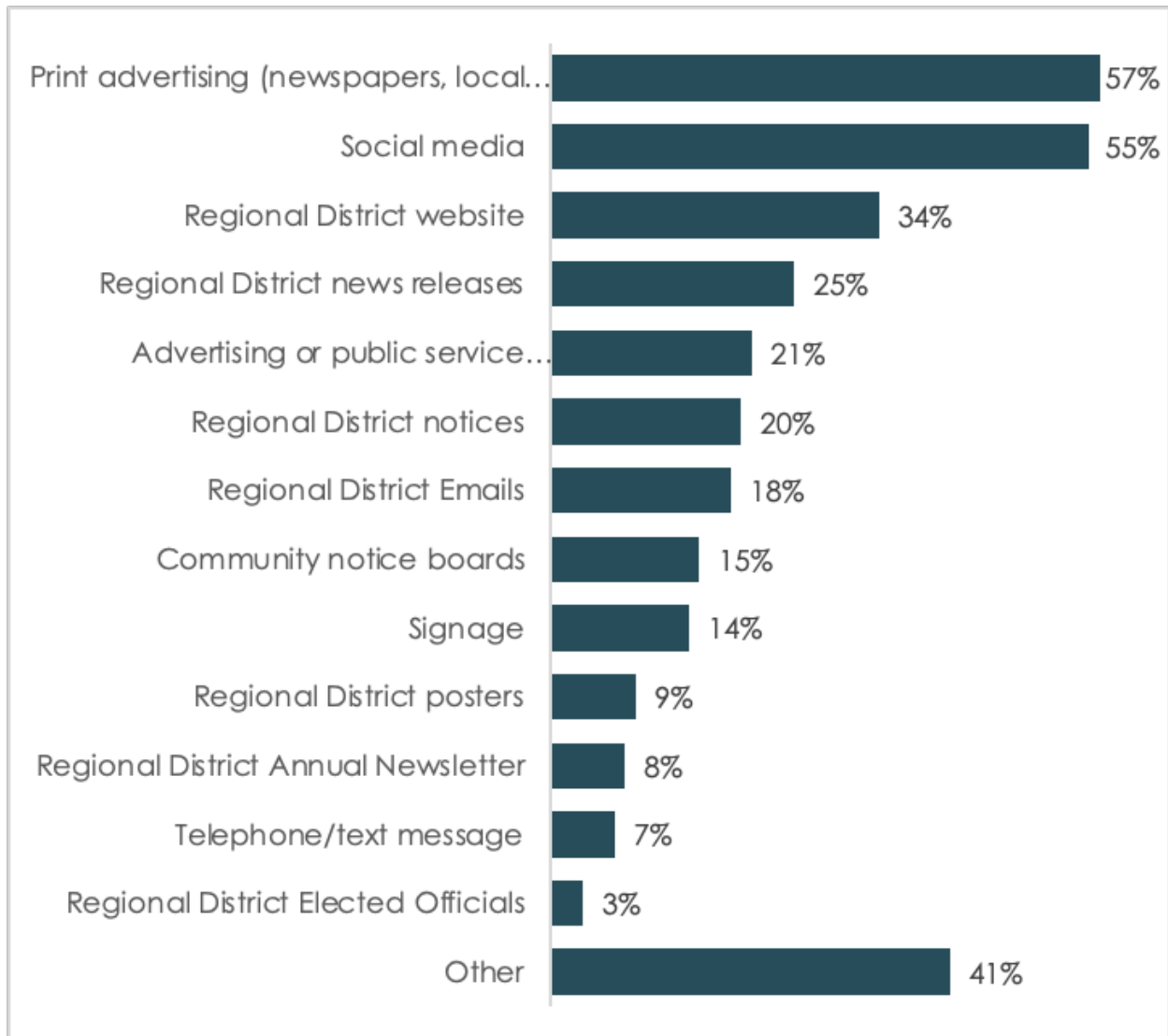


**Figure 15. City of Powell River residents preferred engagement methods from survey**

Participants from the workshops and survey also mentioned the following.

- In-person events work better than on-line. Workshops work well especially when a lot of notice is given. People enjoy the social aspect of catching up with others at workshops, like hearing ideas being shared and hearing other people’s opinions. Enjoy the collaborative nature.
- People like workshops and drop-in events.
- Avoid dinner time (no one attends from 6pm-7pm).
- Two hours is long enough for a workshop and three hours for a drop-in event.
- Weekday afternoons are best (3pm-6pm).
- Host events in the community.
- Sound and lighting are considerations. (There is not great sound and lighting at the Recreation Complex even though it can be a good location. Cedar Room has the best lighting.)
- Have used open storefronts at the mall for drop-in events. Be mindful of the mall’s hours and do an event when the mall is open.
- When events ask for people to RSVP, can expect two-thirds of the people will attend.

**Communication Channels**



**Figure 16. City of Powell River residents preferred communication channels from survey**

Participants from the workshops and survey also mentioned the following.

- Physical communication channels
  - Posters in grocery stores
  - Direct mail
  - Newspaper ad in The Peak
  - qathet Living
- Social media channels
  - Use Facebook and Instagram targeted ads
  - Facebook
  - Powell River/qathet Swap 'N Shop discussion board
  - Powell River Swap N Shop discussion board

- Other channels people are using:
  - Word of mouth
  - Happy with City's engagement platform – Bang the Table – has a lot of features the City uses.
    - Some surveys you need to create an account – can limit the number of responses you get. This is a feature that can be turned off.
- Other channels:
  - People enjoy hand outs and takeaways.
  - Advertisements on Coast FM work well.
  - Pay community group that distributes flyers (currently only services one neighbourhood – helps get targeted information out at a reasonable cost).

### **Other Considerations**

When asked about the types of decisions they would like to be engaged on, City residents offered the following:

- Parks and recreation
- Acquisition of public land
- Resource recovery centre

## INTRODUCTION

### PROJECT BACKGROUND

The qathet Regional District is developing a Regional Communications Strategy that will be responsive to both internal and external communications and engagement processes. The District will update accountability frameworks, internal templates, existing communications and engagement policies and procedures and to analyze the use of social media.

The project includes interviews with staff and the Board; engagement activities with each of the Electoral Areas; an analysis of Regional demographics; and identification of gaps in communications and how to best communicate in unforeseen circumstances, including emergencies.

Issues the project hopes to address include: the location of communications gaps in the region; barriers to communications and engagement; identification of the most effective communications methodologies for each Electoral Area; and how to better integrate social media into Regional communications.

Outcomes of the project include: a corporate style guide and templates; revised communications and engagement policies and procedures; amended Communications Accountability Framework; amended Public Engagement Framework (and ensure it is in alignment with relevant provincial and federal regulations); and Social Media applications review and analysis.

### ENGAGEMENT PURPOSE

The purpose of the engagement was to ground the development of qathet Regional District's Communication and Engagement Strategy in local knowledge and the needs of the community.

Through engagement, we wanted to:

- Share information about the role of the Regional District;
- Gain insight into the strengths, weaknesses, opportunities and challenges with communications and engagement in the Region;
- Seek feedback on the best ways to engage with different communities across electoral areas and the City of Powell River;
- Understand the best ways to communicate about engagement with different communities across electoral areas and the City of Powell River; and
- Cultivate relationships between the Regional District, community organizations, and key actors who can help with engagement promotion in the future.

## WHAT WE DID

### ENGAGEMENT

Engagement took place from July to November 2021, and consisted of the following activities:

- Seven interviews with key actors (July to August)
- Five workshops (October to November): one for each of Electoral Areas A, B and C (combined workshop), D, and E, and one for City of Powell River residents (30 participants)
- One pop-up event at the Powell River Recreation Centre (November)
- Online + hardcopy surveys (open from October 18 to November 19)
  - There were 255 responses to the survey (222 online; 33 hard copies)
  - In addition to the hard copy surveys distributed at key locations across the region, we mailed surveys directly to all residents on Lasqueti Island
  - Residents across the region could also phone the Regional District and staff would help them complete the survey

### PROMOTION

Engagement was promoted through:

- Direct outreach to local key actors, including staff, board members, representatives of the local business community and community organizations.
- Direct email to a variety of community groups and organizations.
- Posters advertising the workshops and survey were distributed across the region at key locations including:
  - Lang Bay Community Hall
  - Lang Bay Store
  - Black Point Store
  - Valley Builders
  - Sunday Powell River Farmer's Market
  - Nancy's Bakery (Lund)
  - The Stockpile (Lund)
  - Bulletin boards (Lund)
  - Gilles Bay Store (Texada)
  - Texada Market
- A news release was circulated and picked up and published by My Powell River Now on October 19 and Local Connections (same date).
- A radio ad on Coast FM that ran from October 1 to 30, 2021.
- The qathet Regional District's website, through a dedicated project webpage.

- Hard copy surveys were made available at the following locations:
  - Lang Bay Community Hall
  - Black Point Store
  - Lang Bay Store
  - Valley Builders
  - Sunday Powell River Farmer's Market
  - Nancy's Bakery (Lund)
  - The Stockpile (Lund)
  - Bulletin boards (Lund)
  - Gilles Bay Store (Texada)
  - Texada Market

#### INCENTIVES

Two \$50 gift certificates were offered to engagement participants. One gift certificate was awarded to a survey participant, another to a workshop participant.



## WHAT WE HEARD

What we heard from each engagement method is outlined below, including:

- Key actor interviews
- Workshops
- Pop-up event
- Online + hard copy survey

## KEY ACTOR INTERVIEWS

Seven interviews were conducted with the following eight key actors to inform the development of the Communications and Engagement Strategy.

**Table 1. Interview details**

Interviewee(s)	Organization	Date
Ryan Thoms, Manager of Emergency Services Patrick Devereaux, Manager of Operational Services	qathet Regional District	July 14, 2021
Julia Dykstra, Planner	qathet Regional District	July 14, 2021
Caroline Visser, Office Clerk	qathet Regional District	July 19, 2021
CaroleAnn Leishman, Counsellor + Board Member	City of Powell River qathet Regional District	August 4, 2021
Charles Latimer, Treasurer	Lund Community Society	August 26, 2021
Kim Miller	Chamber of Commerce	August 26, 2021
Pat Hanson, Chair	Agricultural Advisory Committee	August 30, 2021

The interviews shed light on community expectations for engagement and indicated potential community champions for the project. Interview questions can be found in Appendix A.

ENGAGEMENT DONE WELL

When asked about engagement done well, several examples were shared by interviewees.

**Table 2. Summary of engagement done well from interviewees**

Engagement category	Details
Communications	<p>Sharing information on qRD website and keep it up to date and transparent.</p> <p>Presenting clear information.</p> <p>If not in qRD jurisdiction, connecting people to correct governmental department with a contact number.</p> <p>Advertising events with a lot of lead time, provide reminders.</p> <p>Being transparent in communications material.</p> <p>Identifying and using project champions.</p> <p>Illustrating the impacts of projects on communities (using visuals, models, explain, etc.).</p> <p>Using hyperlocal communications channels (local newsletters, FB groups, community associations and organizations, etc.).</p> <p>Let’s Talk Trash team.</p> <p>Short videos.</p> <p>Print media may not be getting a great response rate.</p>
Engagement	<p>Going to people.</p> <p>Allowing free and open discussion.</p> <p>Listening to people so they feel heard – having a dialogue.</p> <p>Giving lots of opportunities for questions and answering them openly and honestly.</p> <p>Having multiple touch points with people at each stage of engagement.</p> <p>Using existing relationships.</p> <p>Being aware of local constraints (e.g., Lasqueti doesn’t have ferry service on Tuesdays and Wednesdays).</p>
Methods	<p>Providing connection via phone that is answered by a staff member.</p> <p>Use of advisory committees and groups.</p> <p>Open houses.</p> <p>Town halls.</p> <p>Build partnerships.</p>

Capacity building	Providing relevant information to public so they can provide feedback.
Other things to keep in mind	<p>Build trust in community and move at the speed of trust – this may mean slowing down a project to ensure people are buying into interim decisions.</p> <p>Engagement takes time and effort and should be accounted for in project schedules and budgets.</p> <p>Be consistent in communications.</p> <p>Collaborate with communities on projects and solutions where possible.</p>

### ENGAGEMENT STRENGTHS, WEAKNESSES AND OPPORTUNITIES

When asked what some of the Regional District’s strengths, weaknesses and opportunities are regarding communications and engagement, we heard the following.

**Table 3. Strengths of the current engagement practices according to interviewees**

Strengths	Details
Communications	<p>Some Board members share regular newsletters (e.g., monthly or quarterly newsletters, such the Green Sheet).</p> <p>Good at using multiple communications channels (e.g., posters, news ads, communicating through existing community groups, press releases, etc.).</p> <p>Communicating with communities using their preferred method (e.g., Chamber of Commerce members prefer email).</p>
Local communications	Making use of local newspapers and newsletters.
Engaged staff and communities	<p>Staff are willing to engage, and communities are engaged on regional issues.</p> <p>Staff sharing information out.</p>
Creating connection	People can phone and get a staff member on the line, and they can drop by the office to speak to someone in person. These methods of availability create connection in communities.
Experienced	Staff are experienced in holding public meetings.
Going to them	<p>Attending community meetings.</p> <p>Piggyback on existing community meetings to get feedback on a project.</p>

**Table 4. Weaknesses of the current engagement practices according to interviewees**

Weaknesses	Details
Capacity building	<p>People don't understand what the Regional District does and how the services impact them.</p> <p>Need to get better at illustrating and demonstrating how the Regional District services and projects impact and benefit people.</p>
Social media presence	<p>Even though the region has an aging population, people are using social media.</p> <p>The Regional District is effectively invisible on social media. This means the Regional District can't counter disinformation on social media.</p>
Balanced feedback	<p>Certain groups are quite organized and are effective squeaky wheels, taking up a lot of bandwidth.</p>
Board boundaries	<p>The Board needs to be better at defining boundaries and saying no.</p>
Advisory committees	<p>Some advisory committees or committee members don't understand the boundaries of their work as advisory only and that they cannot direct staff or the board.</p>
Presence	<p>Some Regional District departments have a good presence in the community and others have no presence.</p>
Method of providing feedback to the Board	<p>Although members of the public can provide feedback directly to the Board as a delegation, there is a bureaucratic process to do so that is quite specific.</p>
Hearing from the usual suspects	<p>The Regional District is good at reaching the usual suspects and needs to branch out to reach other communities.</p> <p>The Regional District needs to be better at reaching and engaging with marginalized communities.</p>
Bringing solutions	<p>The Regional District needs to come to the table with solutions or help articulate and action solutions (or help guide and facilitate with the organization that may be better able to help).</p>
Standardized, old school engagement methods	<p>The Regional District is quite traditional in its communications and engagement methods, which may be the reason it is good at reaching the usual suspects.</p> <p>Need to adopt new methods of communication and engagement to reach more and different populations in the Region.</p>
Defining what is on and off the table	<p>People want to provide feedback and share their opinions. The Regional District needs to be clearer about the boundaries of the conversation, which helps to set expectations.</p> <p>Advisory committee members are volunteers and putting in work on their own time when the decision may already be made.</p>

**Table 5. Opportunities for engagement according to interviewees**

Opportunities	Details
Good news stories	Share information about good things the Regional District is doing on a regular basis.
Improved internet access	There is incomplete internet access across the Regional District making online communications difficult for some residents.
Communications	Regular newsletters from Board members to their constituents.  Provide summaries of studies and projects on the Regional District's website so information is more accessible and people have a better understanding of the work of the District.
Running a cost-benefit analysis of newspaper advertising	The Regional District makes regular use of advertising in print media (e.g., qathet Living, Powell River Peak). It is unclear what the return on investment is.
Direct mail	People are more likely to read addressed mail that is delivered to them directly.
Community notice boards	The Regional District could explore the opportunity of erecting community notice boards at community mailboxes.
Capacity building about Regional District	Residents are not fully aware of the services the Regional District provides.  People also don't understand how decisions are made at the Regional District.  This is an opportunity to do some information sharing and capacity building.
Physical presence	The Regional District lacks presence in more remote areas of the Region. Having office hours or a pop-up office may help bridge connections.
Advocacy	Although the Regional District's jurisdiction is limited, it does have a role to advocate to higher levels of government for the needs of the community instead of sending community directly to higher levels of government. Will also likely carry more weight.
Addressing barriers	Work to provide internet access across the Region.  People also don't have access to information technologies (smart phones, computers, etc.).  Understand community constraints around timing and availability (e.g., ferry access to Lasqueti).
Capacity	Sometimes staff can't address an issue due to lack of capacity.  May need different tools to address needs.
Gaps	Engaging with Tla'amin First Nation (However, Tla'amin Nation was not part of the project scope.)

	Engaging with youth.
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SUPPORTING COMMUNITY TO PROVIDE MEANINGFUL FEEDBACK

When asked about different ways the Regional District currently supports community members to provide feedback, we heard the following:

- Provide grants to aid organizations which can help them with boosting communications
- Provide meeting space to organizations
- Provide light refreshments at meetings
- Find locations in communities to meet with them (go to them)
- Recognize gaps in internet coverage and provide alternatives to online meetings

BEST WAYS THE REGIONAL DISTRICT IS CURRENTLY REACHING PEOPLE

When asked about the ways the Regional District is currently reaching out to people that have good response rates, the following information was shared:

- Posters on community notice boards
- Distributing flyers

## COMMUNITY WORKSHOPS

We developed and facilitated five virtual community workshops<sup>1</sup>, each focusing on different geographic areas for the region. Each workshop was two hours long and included a presentation from staff about what the Regional District does, and interactive activities to best understand how to communicate and engage with different communities in the future. The workshop agendas and can be found in Appendix B.

**Table 6. Workshop details**

Workshop Focus	Date/Time	# of Participants
Electoral Area A residents	October 19/6:00 p.m. – 8:00 p.m.	19
Electoral Area B+C residents	October 20/6:00 p.m. – 8:00 p.m.	2
Electoral Area D residents	October 26/6:00 p.m. – 8:00 p.m.	3
Electoral Area E residents	October 27/6:00 p.m. – 8:00 p.m.	4
City of Powell River residents	November 9/6:00 p.m. – 8:00 p.m.	2
Total Participants		30

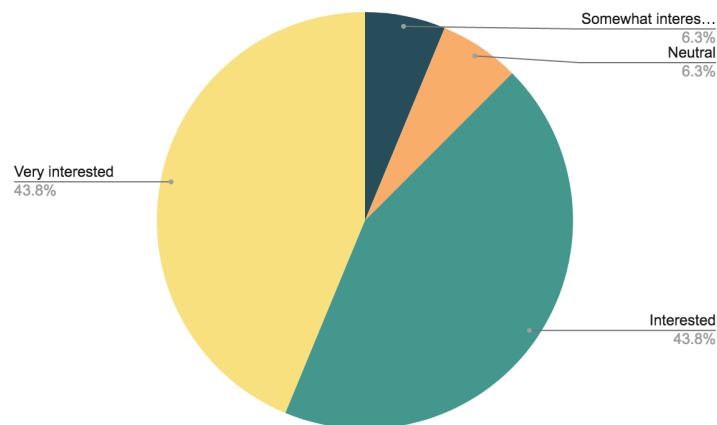
### WORKSHOP OUTCOMES

#### ELECTORAL AREA A

We had 34 registrants and 19 participants in this workshop. The majority of participants (18) were from Savary Island.

#### Level of interest in participating in engagement on regional issues

When asked to rate their level of interest in engaging on local issues, we got the following results:



**Figure 1. Electoral Area A interest in engaging on regional issues**

<sup>1</sup> At the time of planning for the workshops, we were just starting the fourth wave of the pandemic and we decided for safety reasons and to ensure the project would be delivered on time, to host virtual workshops only as opposed to in-person workshops.

### **Types of decisions Electoral Area A residents are interested in being engaged on**

When asked about the types of decisions they would like to be engaged on, Electoral Area A residents offered the following:

- Opportunities to enhance the beach access to avoid more vehicle traffic
- Public washrooms (several mentions)
- Decisions that involve property, services, taxes (how much we pay and how much is allocated back to us through services), land use, planning, transportation, utilities, finance (budget and how funds are allocated), road maintenance, social issues, pathways, garbage
- Public access to services in Lund and on Savary
- Tourism and development impacts on the island's fragile ecosystem/ecology
- Climate mitigation measures
- Recycling, garbage options
- Funding opportunities for special projects that can enhance the community
- Illegal cutting of trees
- Derelict vehicles taking up parking spaces near the wharf
- Community centre
- How decisions are made (i.e., in relation to roads on Savary Island), how people are engaged on them and who is engaged (Savary Island residents aren't always included)
- There are 41 services the regional district provides and just two of those are on Savary Island which is the most densely populated area of Electoral Area A

### **Great experience with engagement**

We asked participants to share a story of a great experience they had with engagement (not necessarily specific to the Regional District). Participants shared the following:

- The beach clean-up
- Let's Talk Trash and Ocean Legacy
- Clean Coast and Clean Water teams are great
- Staff at Regional District (some specific staff were mentioned several times) are good at responding to requests for information
- City of Powell River Open Community Meeting – was inclusive and fun. A large meeting with lots of ideas were well managed
- Follow up with people
- When you leave feeling heard
- Having time to dig into topics with smaller groups so everyone is heard
- Events with different styles of learning and thinking
- When the engagement event comes to us – this can help people to feel seen, heard and accommodated
- It's been a long time since I've enjoyed an engagement event

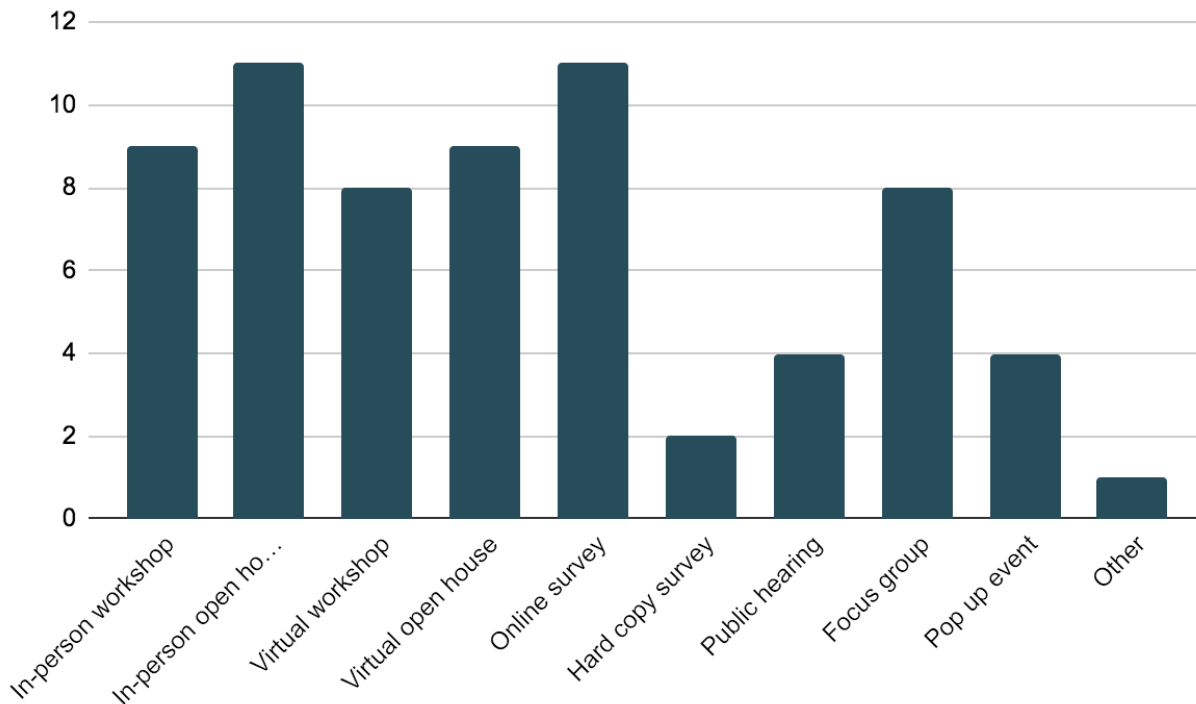


**How they heard about the workshop**

Many heard about the workshop through Association of the Savary Island Committee and the Savary Island Property Owners Association. Several others heard about the meeting through Facebook groups including Lund Community Society and several from friends.

**Preferred methods of engagement**

When asked about preferred methods of engagement, we got the following results. People could select all the options that they preferred. Options included: in person workshop, in person open house, virtual workshop, virtual open house, online survey, hard copy survey, public hearing, focus group and other. 13 people responded.



**Figure 2. Electoral Area A preferred methods of engagement**

One person selected other and suggested engaging with the Association of the Savary Island Committee to disperse information.

**Things that would help them engage more fully**

Knowing there is a meeting and an opportunity to engage and having diversity in the ways in which they participate in engagement at a variety of times. Having a meeting in person for those not able to join remotely/virtually. Knowing how to contact and how to best contact them. Having materials to reflect on. Host meetings in the summer when most of Savary Island residents are on site.

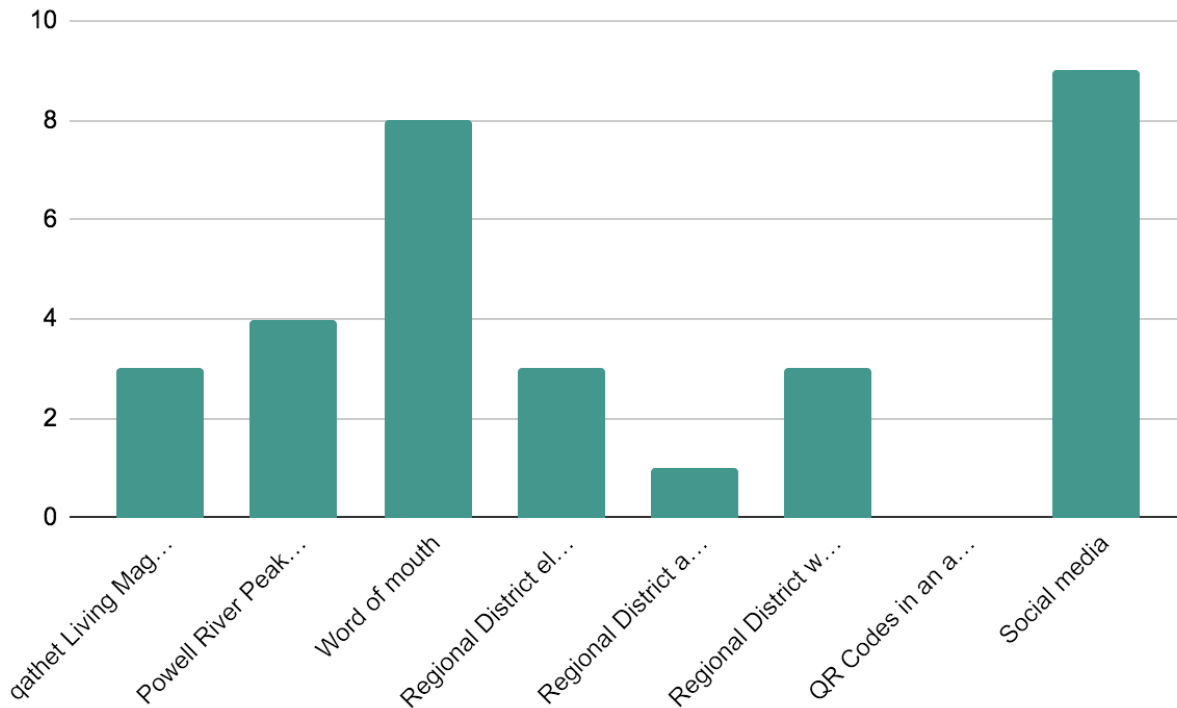
**Considerations for engaging with Electoral Area A**

Most people are on Savary Island in the summer, so it is the best time to reach people who live seasonally on the Island. Need good presentation of facts to dispel any misinformation. People have young families with busy lives, so being succinct and focussed is helpful. The Regional

District could have a better sense of who lives on Savary Island part-time and full-time and being more proactive to meet needs (e.g., water supply). Email is a good form of communication. The Regional District could for email groups to share information.

**Where participants like to receive information about engagement events**

When polled about where they like to receive information about events, Electoral Area A participants shared the following. They could select as many answers as were relevant. 13 people answered this question. Response choices were: qathet Living Magazine, Powell River Peak newspaper, word of mouth, Regional District elected official’s newsletter, Regional District annual newsletter, Regional District website, QR codes in advertisements, social media.

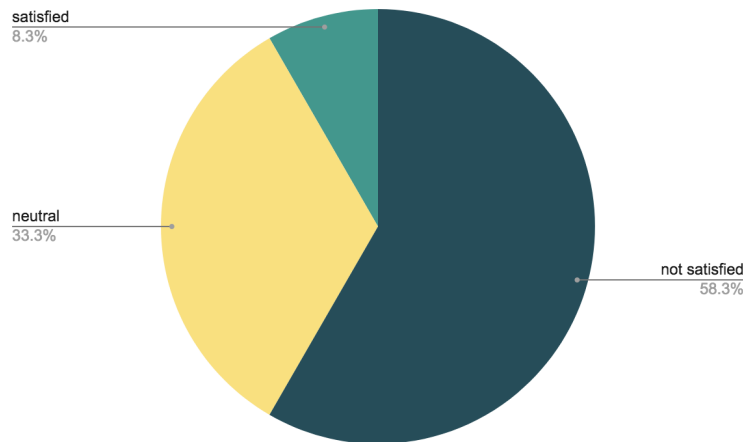


**Figure 3. Where Electoral Area A participants like to receive information about engagement**

Other answers not on the list included: Lund Post Office, local groups like Savary Island Property Owners Association and Association of Savary Island Committee, Savary Island Land Trust, community bulletin boards on the island at the wharf and general store. Physical notices were reported as being very important for Savary Island residents and should be up at least one week in advance of events. Others suggested the Regional District have email lists that people can sign up for to get more information.

**Satisfaction with background material typically provided by qathet Regional District**

When polled about how satisfied participants were with the amount of information the Regional District typically provides for engagement events, 12 participants responded as follows.



**Figure 4. Electoral Area A participant satisfaction with background information Regional District provides**

A summary of comments from the ensuing discussion include:

- If I need to find out something I have to go to the Regional District’s website and read Board minutes (i.e., it was the only way we found out what was happening at Indian Point).
- I haven’t left the island in more than two months, so having information come to us or via email is important.
- Our board member used to send monthly emails which made me feel like I was engaged.
- Savary Island Property Owners Association is for a small group of property owners and not the whole island.

**Information to help people provide informed feedback**

We asked about what kind of information would help people provide informed feedback. The following is a summary of the discussion.

- Knowing how things will impact us now and in the future.
- Reporting out on how our tax dollars are being spent.
- Basic information like upcoming projects, meeting agendas, engagement opportunities, surveys, etc.
- Project timelines.
- Description about the project and what the benefits are, how the project serves the community.
- Project costs.
- How will decisions be made and when.
- If the Regional District is proposing a service and another area already has that service, would be good to connect with them to ask questions.
- Knowing what is on and off the table for discussion.
- If we need something on Savary, is there a process to initiate to ask the Regional District?
- Returning emails and phone calls.

- Better connection with our elected official to share information with us about what is happening at the Regional District that impacts us.

### ELECTORAL AREAS B + C

We had 10 registrants and two participants in the Electoral Area B+ C workshop. As a result, this workshop was more of an interview than focus group.

#### **Level of interest in participating in engagement on regional issues**

When asked to rate their level of interest in engaging on local issues, we had the following discussion.

- People need help understanding the role of the Regional District and the services it provides and that the service area includes the City of Powell River.
- A regular newsletter would be welcomed could feature specifics for each electoral area as relevant.
- The Regional District could connect with groups that are starting to form on social media like Powell River South (for Electoral Areas B and C).

#### **Types of decisions Electoral Area B and C residents are interested in being engaged on**

Due to the small size of the group, this question wasn't answered in the session.

#### **Great experience with engagement**

We asked participants to share a story of a great experience they had with engagement (not necessarily specific to the Regional District). Participants shared the following:

- When there was a ratepayers' association we would have guest speakers who would draw crowds. We were interested in talking about taxes.
- Good engagement needs to centre on issues that are important to people.
- Climate change is a huge issue now and we need to have community conversations about it. Invite guest speakers as an event series.
- Preservation of Stillwater is important.

#### **How they heard about the workshop**

This question was not asked.

#### **Preferred methods of engagement**

When asked about preferred methods of engagement, we got the following results.

- In-person with virtual option because during COVID people don't want to leave their homes and still want to be engaged.
- People like town hall meetings even though it is an old format.
- Difficult with social media to keep facts straight. A lot of people in this area have angst about government and are apathetic.

### **Things that would help them engage more fully**

The following summary provides highlights of the conversation that ensued when we asked what would help them be engaged more fully:

- Timing is important. Because there aren't streetlights, people aren't always comfortable driving at night, especially in winter.
- Knowing how the project benefits us.
- Would be nice to receive a notice about works that are happening in our areas in advance (e.g., notices about grass cutting so people can move cars so the grass can be properly cut).
- Sharing information about regional services (see this as financial responsibility). Send around a brochure illustrating what revenues come from and how tax money is spent by the Regional District.
- Close the loop with people when you do engage so they know how their feedback is being used to influence outcomes.

### **Considerations for engaging with Electoral Areas B and C**

This question was not answered as part of the session.

### **Where participants like to receive information about engagement events**

When polled about where they like to receive information about events, Electoral Area B + C participants shared the following. They could select as many answers as were relevant. 13 people answered this question. Response choices were: qathet Living Magazine, Powell River Peak newspaper, word of mouth, Regional District elected official's newsletter, Regional District annual newsletter, Regional District website, QR codes in advertisements, social media.

### **Satisfaction with background material typically provided by qathet Regional District**

Participants responded as follows.

- Website is too institutional, could be more topical.
- Share information in a more fun and engaging way – share information about successes.
- Keep information succinct and accessible – write at a grade 5 level so everyone understands.

### **Information to help people provide informed feedback**

This was not answered as part of this session.

### **ELECTORAL AREA D**

Six people registered and three people attending this workshop including Sandy McCormick, elected representative for Electoral Area D. It should be noted that a power outage may have impacted people's ability to attend this virtual session. Emails were sent out to registrants afterwards offering them a follow up one-on-one conversation. No one accepted.

### **Level of interest in participating in engagement on regional issues**

When polled to rate their level of interest in engaging on local issues, 2 people voted very interested. The electoral representative did not vote.

### **Types of decisions Electoral Area D residents are interested in being engaged on**

When asked about the types of decisions they would like to be engaged on, Electoral Area D residents offered the following:

- Interested in all services the regional district provides even the ones not on Texada Island.
- Interested in the procedures the regional district follows for engaging with businesses and the general population.

### **Great experience with engagement**

We asked participants to share a story of a great experience they had with engagement (not necessarily specific to the Regional District). Participants shared the following:

- When people take turns talking (e.g., of a talking stick was used). Helps keep meetings collegial and respectful. This was used for Texada Policing Committee events (one about hunting and one about the conduct of the RCMP on Texada).
- Having in-depth conversations where everyone has the opportunity to speak.
- Rural Services Committee (now defunct) in the early 200s. You could attend and share your thoughts.
- Engagement event around riparian areas regulation implementation in the Official Community Plan. Felt heard in the discussion that followed as approach to enforcement shifted.
- Recent Official Community Plan process public meeting on the vision for the OCP. Everyone who wanted to had a chance to speak and were listened to. Input was reflected in the final document.
- Other examples were shared where people felt they were heard.

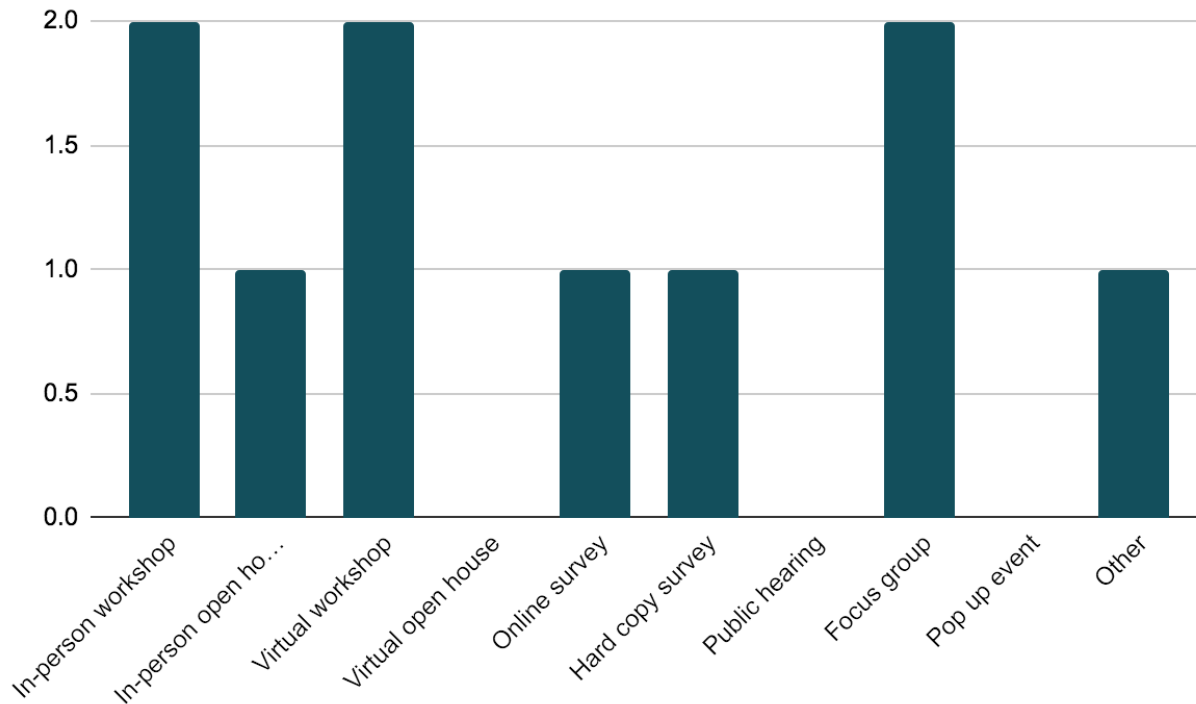
### **How they heard about the workshop**

Many heard about the workshop through Facebook groups on Texada (e.g., Texada Message Board).

### **Preferred methods of engagement**

When asked about preferred methods of engagement, we got the following results. People could select all the options that they preferred. Options included: in person workshop, in person open house, virtual workshop, virtual open house, online survey, hard copy survey, public hearing, focus group and other. 3 people responded.

The selection for 'other' was for facilitated public meetings.



**Figure 5. Electoral Area D participants' preferred methods of engagement**

Discussion followed to get more information from participants. This is what they shared.

- Facilitated public meetings where everyone is invited at a time and place convenient to participants (especially those who are disabled).
- Don't hold meetings when people are having dinner (i.e., 7:00 p.m. – 9:00 p.m. is preferred over 6:00 p.m. to 8:00 p.m.).
- Don't like the open house format with break out groups – don't get to hear what everyone has to say. Feels fragmented.
- Break out groups with an untrained facilitator can lead to louder voices dominating the conversation. Can prevent quieter and dissenting opinions from being expressed.
- Good to have ways of bringing out conflict and transforming it into consensus.

**Things that would help them engage more fully**

People shared the following when we asked them what might help them engage more fully:

- Having board agendas available to the public the same time the board receives them. 48 hours before a board meeting is not enough time to review or organize a delegation.
- Physical set up of the board room feels like it is designed to suppress public participation. Not enough chairs for public use.

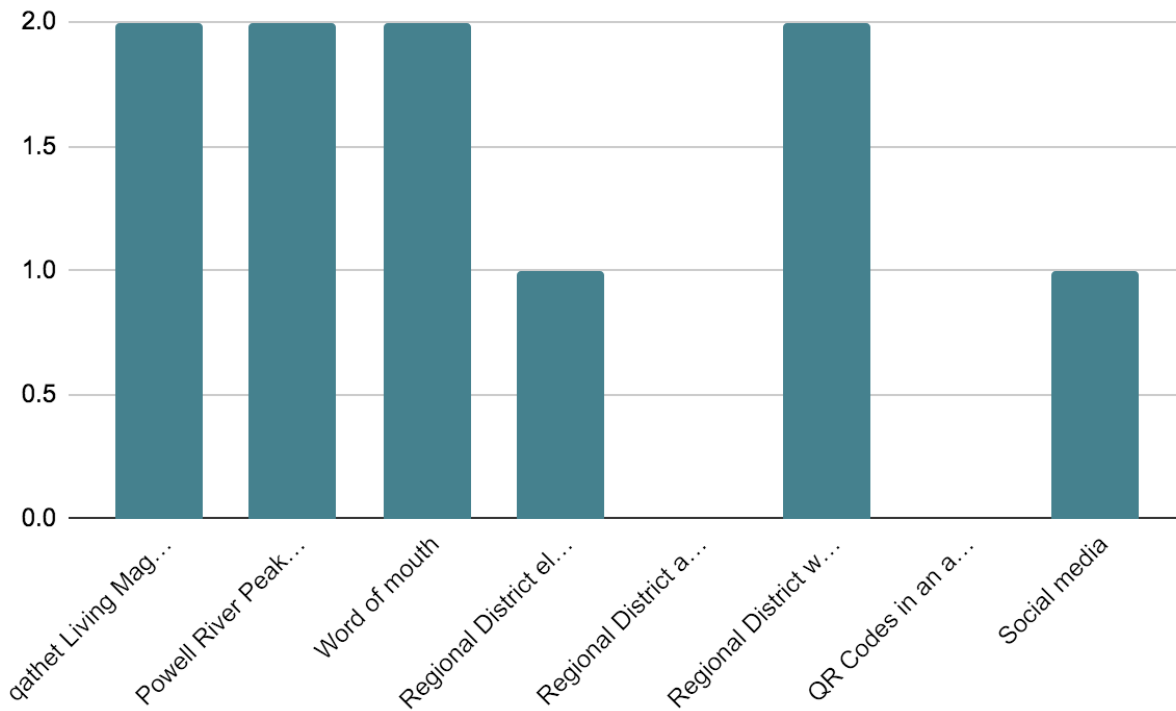
**Considerations for engaging with Electoral Area D**

When asked to share some considerations for the Regional District to consider for engaging residents, the following was shared by participants:

- Establishing better internet service across Texada Island.
- Summary of staff or consultant reports with recommendations to the board with the board agenda package.
- Balanced and thorough analysis of pros and cons of a project or policy. Sharing different perspectives.
- Want to see how work that is being proposed aligns with community values outlined in Official Community Plan.
- Defining what the impact to community will be for projects.
- Want to see alternatives to current ideas.
- Want to see costs associated with recommended actions.

**Where participants like to receive information about engagement events**

When polled about where they like to receive information about events, Electoral Area D participants voted as follows.



**Figure 6. Where Electoral Area D participants like to receive information about engagement**

One person noticed Texada Express Lines was omitted. People saw the ad in Express Lines and received an email inviting them to register for the session. Participants shared that they don't use QR codes.

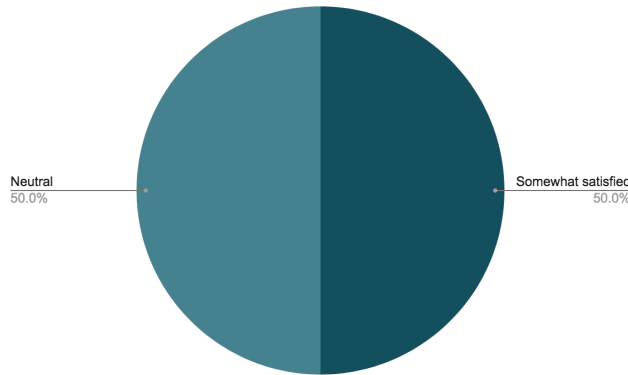
**Satisfaction with background material typically provided by qathet Regional District**

When polled about how satisfied participants were with the amount of information the Regional District typically provides for engagement events, 2 participants responded as follows.

A summary of comments from the ensuing discussion include:



- I answered somewhat satisfied. I am looking for more balanced analysis and background information.
- Need to understand the pros and cons of a proposal on a topic. People are interested in different things and need information to support decision making.
- Need to summarize information for people who aren't going to or don't have time to sift through consultant or staff reports.



**Figure 7. Electoral Area D participants' satisfaction with information Regional District provides**

**Information to help people provide informed feedback**

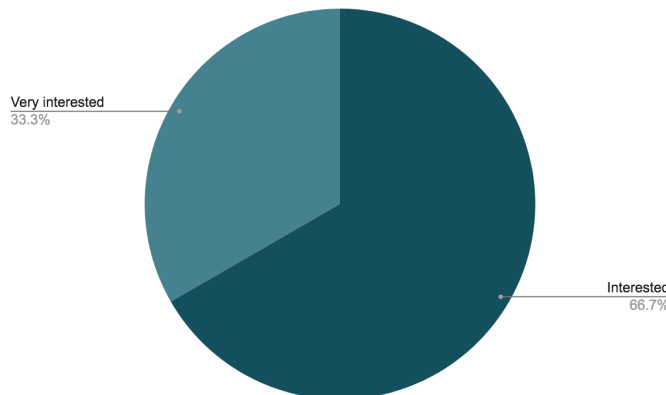
Question was not asked in this session.

**ELECTORAL AREA E**

There were six people registered for this workshop and three attended, including the regional director, Andrew Fall.

**Level of interest in participating in engagement on regional issues**

When asked to rate their level of interest in engaging on local issues, participants voted as follows.



**Figure 8. Electoral Area E participants' level of interest to engage on regional issues**

### **Types of decisions Electoral Area E residents are interested in being engaged on**

When asked about the types of decisions they would like to be engaged on, Electoral Area E residents offered the following:

- Fire, planning, parks and recreation.
- Having a communicative director is helpful.
- The more we feel connected to a service, the more likely we are to be involved in it. Fire and waste management are two services we feel the impact of.
- Taxation is a big issue.
- Division of jurisdictions governing Lasqueti is challenging.

### **Great experience with engagement**

We asked participants to share a story of a great experience they had with engagement (not necessarily specific to the Regional District). Participants shared the following:

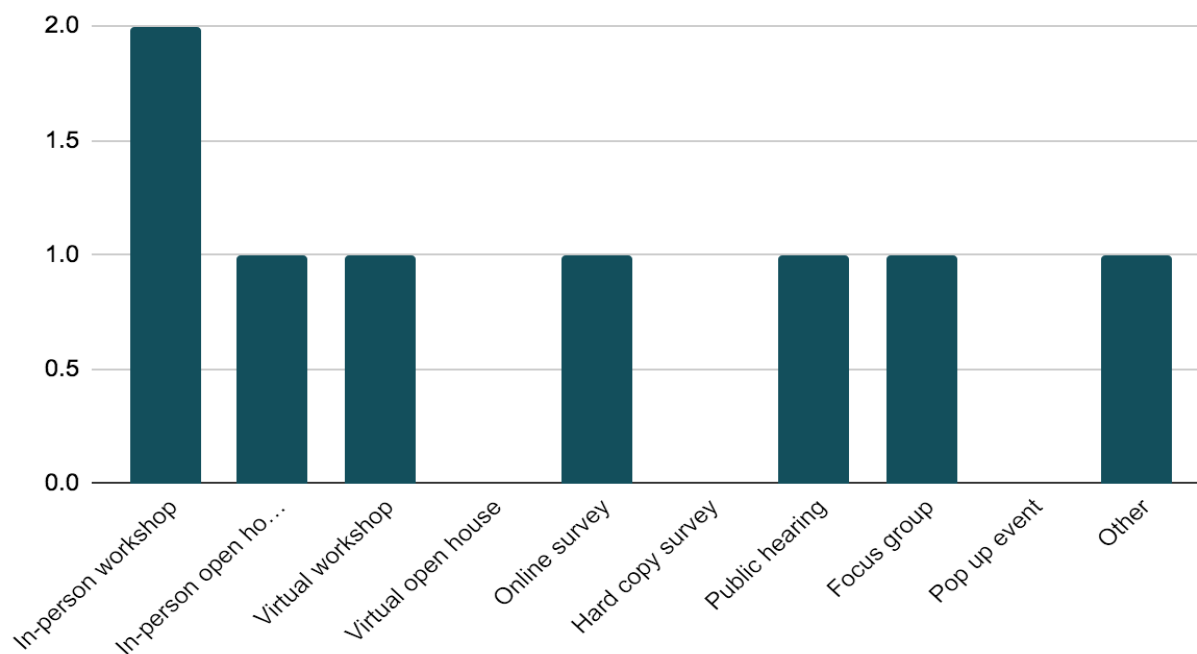
- When the regional district was exploring the name change, I attended the session. Everyone sat in a circle and talked about how they felt about it. Felt like people were connecting and hearing each other's feelings.
- Lasqueti does get left out of conversations sometimes.
- Islands Trust did a good engagement for Islands Trust 2050. Timing in the evening worked well, had refreshments, had facilitators for break out groups. A lot of people were talking and sharing ideas. They circulated information cards about Islands Trust and specifics about Lasqueti.
- Daytime meetings are good because of water taxi schedules. Evenings are good too.
- Fire Smart workshop was great and during the day (which may have accounted for lower than anticipated attendance).
- Ferry doesn't run on Tuesdays and Wednesdays, so people likely to be on Lasqueti those days.
- The housing needs assessment was done by a consultant who didn't to their background research about Lasqueti. Questions on survey weren't relevant (talked about multi-unit residential buildings and we don't have those on Lasqueti).

### **How they heard about the workshop**

Many heard about the workshop through Association of the Savary Island Committee and the Savary Island Property Owners Association. Several others heard about the meeting through Facebook groups including Lund Community Society and several from friends.

### **Preferred methods of engagement**

When asked about preferred methods of engagement, we got the following results. People could select all the options that they preferred. Options included: in person workshop, in person open house, virtual workshop, virtual open house, online survey, hard copy survey, public hearing, focus group and other. 3 people responded.



**Figure 9. Electoral Area E participants' preferred methods of engagement**

The following discussion ensued:

- I like to be informed about things and then decided if I want to participate further.
- Ways to share information with residents on Lasqueti include: Lasqueti email list, two monthly newsletters (Lasqueti Island Local and Lasqueti Island Times), notice boards.
- Depending on the topic, virtual or in-person for events (e.g., Fire Smart workshop where we could walk in the woods doesn't translate well to virtual and new economic development plan could be done virtually). When there is a direct benefit, having an event in-person is better.

### **Things that would help them engage more fully**

When asked what might help people engage more fully participants offered the following:

- Providing more contextual information is helpful.
- Don't ask us for our input if there we do not have influence over the decision.
- Reduce the amount of jargon in reports and public engagement materials so they are more accessible for people.
- Upgrading the equipment (audio/visual, internet) in the Judith Fisher Centre would be good so we could host concurrent virtual and in-person sessions.
- Sending regional status updates would be good. Even if everything is on track and good. Keep people informed.
- Sending out some information with tax notices is a good opportunity. Explain how our tax dollars are being spent.
- Send annual regional newsletter to Lasqueti, but only delivered to people who accept unaddressed mail. May not be reaching everyone.

### **Considerations for engaging with Electoral Area E**

Participants shared the following information when asked about things the regional district might want to keep in mind when engaging with residents on Lasqueti Island:

- Lasqueti email list and newsletters work well to share information out.
- Facebook groups (Lasqueti Hotwire, Cooking and Community).
- Island (snail ) mailing is also a good option.
- Could post to the email list and ask someone to post to Facebook groups.

### **Where participants like to receive information about engagement events**

When polled about where they like to receive information about events, Electoral Area E participants all selected 'other'. The discussion is summarized below.

- Lasqueti legally uses the Parksville Qualicum News to give notices. Unclear if people read this.
- Regional website contains a lot of great information, unsure how much people are using it.
- People read the newsletters regularly.

### **Satisfaction with background material typically provided by qathet Regional District**

This question was not asked in this session.

### **Information to help people provide informed feedback**

We asked about what kind of information would help people provide informed feedback. The following is a summary of the discussion.

- People are looking for information about where they can learn more about projects that interest them. A brief project description to start with details on where to find more information.
- Almost like three levels of information: 1. brief description with link to more information; 2. to higher level descriptions; 3. reference board agendas.
- Associate key words with project to help people search for information.

### **CITY OF POWELL RIVER**

Seven people registered for the workshop and two people attended. Attendees arrived at different times, so this session was much more conversational. One attendee is a planner at the City and offered insights from their position engaging with the public as a staff member.

### **Level of interest in participating in engagement on regional issues**

This question was not asked.

### **Types of decisions City residents are interested in being engaged on**

When asked about the types of decisions they would like to be engaged on, City residents offered the following:

- Parks and recreation
- Acquisition of public land
- Resource recovery centre

### **Great experience with engagement**

We asked participants to share a story of a great experience they had with engagement (not necessarily specific to the Regional District). Participants shared the following:

- qRD Trail Plan in 2016 – had great maps, discovered new trails, good recommendations. Felt like the regional district really heard from all user groups.

### **How they heard about the workshop**

- Word of mouth
- Posters in grocery stores
- Direct mail
- Facebook
- Newspaper ad in The Peak
- qathet Living

### **Preferred methods of engagement**

When asked about preferred methods of engagement, we got the following results.

- In-person events work better than on-line. Workshops work well especially when a lot of notice is given. Enjoying catching up with people at workshops, like hearing ideas being shared and hearing other people's opinions. Enjoy the collaborative nature.
- People like workshops and drop-in events.
- Avoid dinner time (no one attends from 6-7).
- Two hours is long enough for a workshop and three hours for a drop-in event.
- Weekday afternoons are best (3pm-6pm).
- Go to communities to host events in the community.
- Sound and lighting are considerations (there is not great sound and lighting at the Recreation Complex even though it can be a good location. Cedar Room has the best lighting).
- Have used open storefronts at the mall for drop-in events. Be mindful of the mall's hours and do an event when the mall is open.
- When events ask for people to RSVP, can expect two-thirds of the people will attend.

### **Things that would help them engage more fully**

- People enjoy hand outs and takeaways.
- Paid community group that distributes flyers, but only service one neighbourhood – helps get targeted information out at a reasonable cost.
- Use Facebook and Instagram targeted ads.
- Advertisements on Coast FM work well.
- Happy with City's engagement platform – Bang the Table – has a lot of features the City uses.
- Some surveys you need to create an account – can limit the number of responses you get. This is a feature that can be turned off.

### **Considerations for engaging with City residents**

This question was not asked.

### **Where participants like to receive information about engagement events**

This question was not asked.

### **Satisfaction with background material typically provided by qathet Regional District**

When asked about how satisfied participants were with the amount of information the Regional District typically provides for engagement events, we heard the following.

- Be transparent about the goals of the engagement event. Share exactly what you are trying to do.
- Use simple diagrams to help explain things.
- Use materials so that everyone can understand.

### **Information to help people provide informed feedback**

We asked about what kind of information would help people provide informed feedback. The following is a summary of the discussion.

#### FEEDBACK ON THE ENGAGEMENT WORKSHOPS

The workshops were conducted via Zoom and we used Google Jamboard (basically an online worksheet with virtual sticky notes) for sessions with larger attendance. At the end of each workshop, we asked for participants feedback about what they enjoyed about the session and what could have been improved. The following is a summary of the discussions across all workshops.

#### WHAT WORKED WELL

- People enjoyed that the session was online (x 2)
- Ability to share feedback (x 3)
- People felt heard (x 4)
- Platform was accessible (zoom) (x 5)
- Enough notice was given for the event
- Event was well organized (x 2)
- Like anonymity of tools (Google jamboard)
- There was enough time to have a conversation and provide feedback
- There were good interactions
- Good discussion
- Good content
- Private messages were enabled so participants could send direct messages to each other (via zoom's chat feature)
- People enjoyed the small break out groups in larger sessions as they had more time to share feedback.

#### WHERE WE COULD HAVE IMPROVED

- Tools weren't intuitive (Google jamboard)
- Better attendance (x 3)

- More notice (x 2)
- More diverse participation from each Electoral Area (i.e., Electoral Area A had 19 participants and 18 were from Savary Island)
- People want a more personal touch. For example, in email communications, using your name as a staff member so people know who they are communicating with.
- Use community champions to help promote events.
- Provide food for virtual attendees.

In addition to direct feedback about the session several participants described the importance of sharing back what we heard in a summary to participants (x 3). There were also several requests for an email listserv either from the Regional District in general or specific o each Electoral Area (x 3). There was also a request to share the presentation slide deck.

## ONLINE SURVEY

We received 255 responses to the survey. In the survey, we asked questions in the following categories:

1. Previous engagement.
2. Communication methods.
3. Engagement (methods, timing, communication/promotion).
4. Capacity building.
5. Demographics.

Our analysis of responses is below.

### WHO WE HEARD FROM

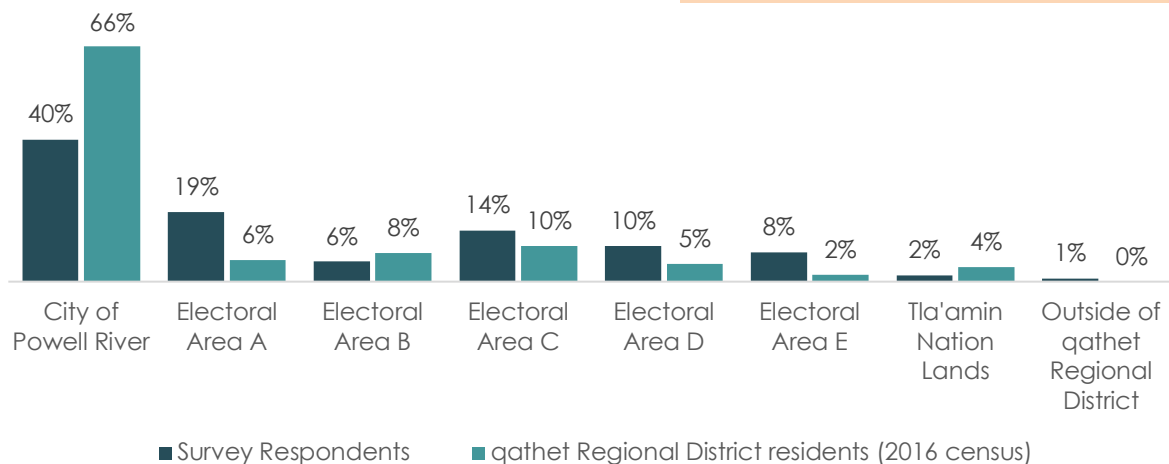
As part of the online survey, with 255 respondents, we asked several demographic questions. Demographic questions included geography (where the respondent lives), age, gender, household income, and race and ethnicity. While not everyone answered these questions, the following is an overview of those who did.

#### GEOGRAPHY

Participants lived across qathet Regional District. People living in the City of Powell River, Electoral Area B, and Tla'amin Nation lands were underrepresented. People living in Electoral Areas A, C, D, and E were overrepresented.

**WHY DOES THIS MATTER?**

We ask these questions to better understand who's participating in the Communications and Engagement Strategy - who we're hearing from, and importantly, who we haven't heard from. This helps the project team tailor our approach to try and reach those who were less represented to make sure we hear from all the different groups that are impacted by decisions the Regional District makes.



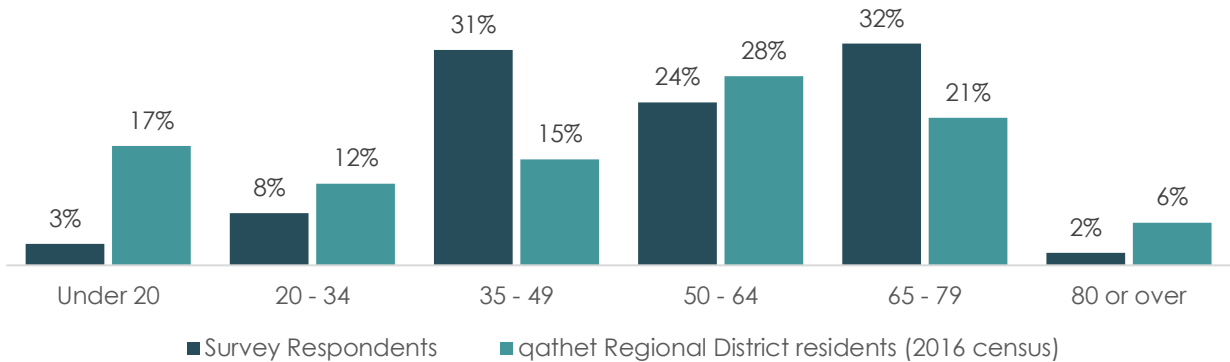
**Figure 10. Geographic representation of survey respondents**



*Note that some participants lived in more than one place, including some participants who have residences in qathet Regional District and outside of the qathet Regional District.*

**AGE**

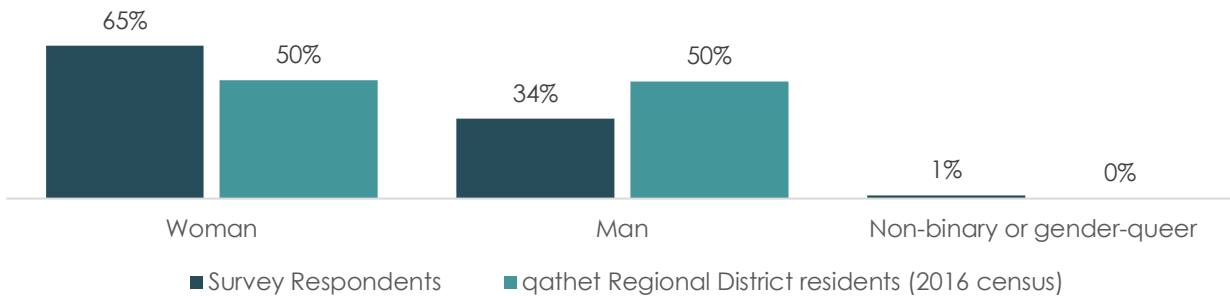
Participants were a broad range of ages. People aged 35-49 and 65-79 were overrepresented in survey responses, and people aged under 20, 20-34, and over 80 were particularly underrepresented.



**Figure 11. Age distribution of survey respondents**

**GENDER**

Compared to the qathet Regional District population, women are significantly overrepresented in survey responses.

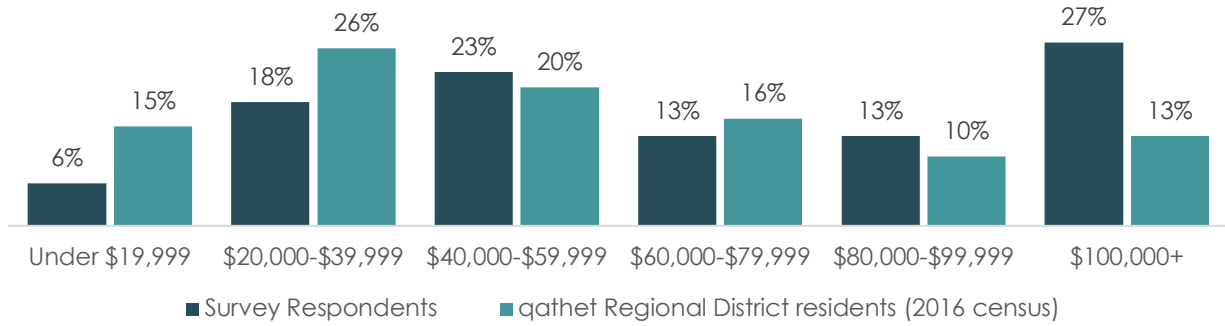


**Figure 12. Gender representation of survey respondents**

*Note that the 2016 Census did not collect information on nonbinary or genderqueer people.*

**HOUSEHOLD INCOME**

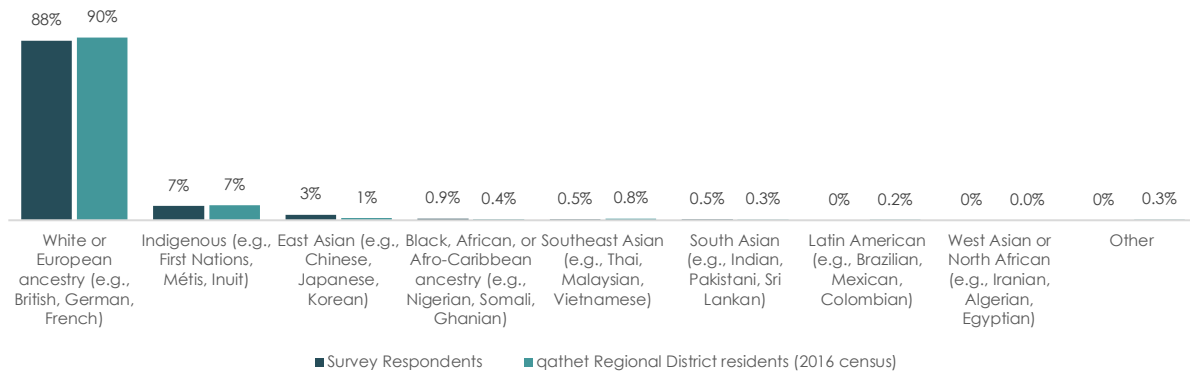
Participants represented a broad range of income levels (after tax). Households with income under \$20,000 per year and income between \$20,000 to \$39,999 were most underrepresented in survey responses, and households with income of \$100,000 or more were significantly overrepresented.



**Figure 13. Distribution of household income of survey respondents**

**RACE AND ETHNICITY**

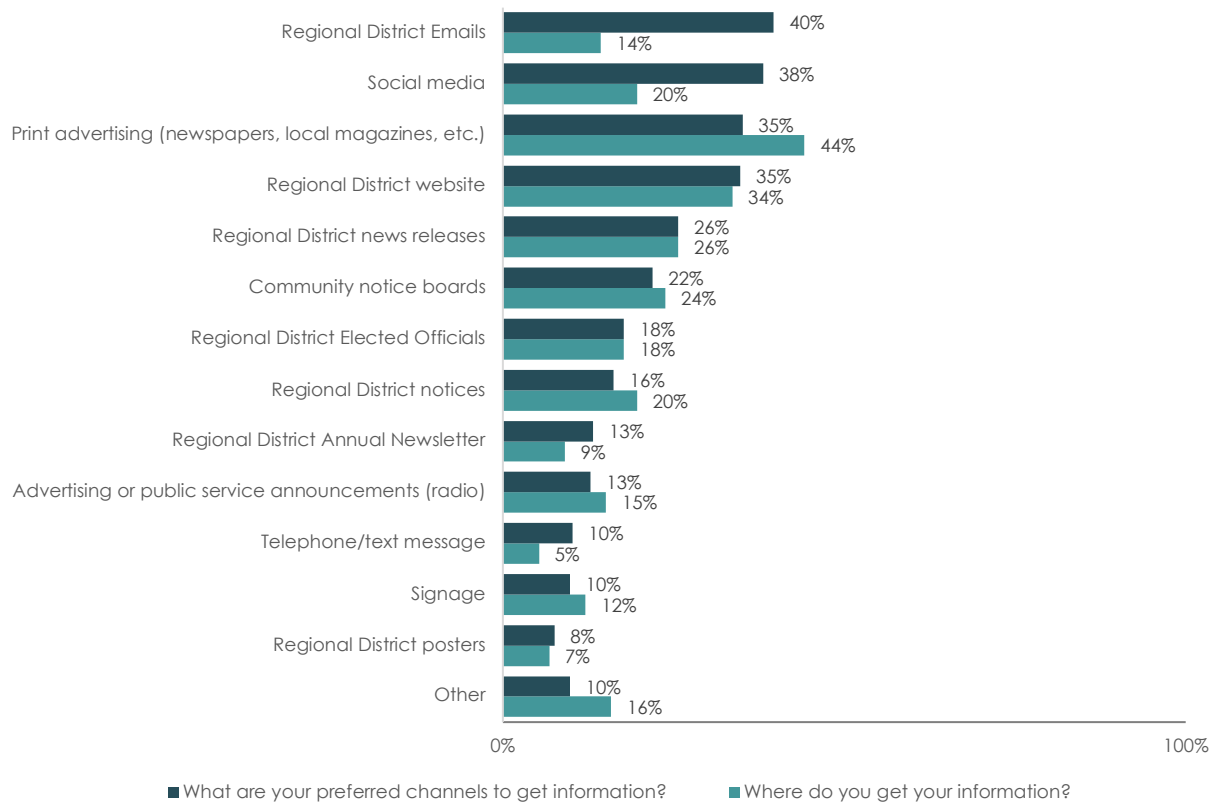
Survey responses were broadly representative of the population in terms of race and ethnicity. As a result, the overwhelming majority of survey respondents are white or of European ancestry.



**Figure 14. Race and ethnicity of survey respondents**

COMMUNICATION METHODS

The survey asked two questions on communication methods: “Where do you get your information about the qathet Regional District?” and “What are your preferred channels to receive information from qathet Regional District?”



**Figure 15. Communication methods preferred by respondents**

*Note: Participants could select all that apply.*

Participants were invited to share any other methods they use to receive information or would like to use to get information.

GEOGRAPHICAL DIFFERENCES

Communication methods was analyzed by geography, including the City of Powell River and all Electoral Areas. There were too few respondents from Tla’amin Nation Lands and outside of qathet Regional District to analyze responses specific to those areas. The following summarizes the top method and what was more and less popular for respondents from that area compared to all survey respondents.

- City of Powell River:
  - Top Method: Print advertising (57%)
  - More popular for Powell River: Social media (55%)
- Less popular for Powell River: Regional District elected official (3%)

- Electoral Area A:
  - Top Methods: Regional District website (51%) and print advertising (42%)
  - More popular for Electoral Area A: Regional District website (51%)
  - Less popular for Electoral Area A: Advertising or public service announcements (radio) (7%)
- Electoral Area B:
  - Top Method: Print advertising (54%)
  - More popular for Electoral Area B: Regional District news releases (38%)
  - Less popular for Electoral Area B: Regional District notices (8%), Regional District email (0%), social media (2%)
- Electoral Area C:
  - Top Method: Print advertising (48%)
  - More popular for Electoral Area C: Regional District elected official (39%), Regional District annual newsletter (18%)
  - Less popular for Electoral Area C: None significantly less popular
- Electoral Area D:
  - Top Methods: Community notice boards (35%) and the Regional District website (35%)
  - More popular for Electoral Area D: Regional District email (26%), community notice boards (35%)
  - Less popular for Electoral Area D: Regional District news releases (17%), print advertising (26%)
- Electoral Area E:
  - Top Method: Regional District elected official (58%)
  - More popular for Electoral Area E: Regional District elected official (58%)
  - Less popular for Electoral Area E: Print advertising (16%), Regional District website (16%), advertising or public service announcements (radio) (5%)

#### WHERE DO YOU GET YOUR INFORMATION ABOUT THE QATHET REGIONAL DISTRICT?

**Social media**, (51 comments) including posts from friends, community leaders and organizations, and local Facebook groups (e.g., Powell River South Facebook Group, Savary Island Facebook Message Board).

**Local organizations or newsletters**, (20 comments) including:

- ASIC (12 comments)
- Other Savary Island community groups (e.g., Savary Island Land Trust (SILT), Savary Island Property Owner Association (SIPOA)) (4 comments)
- Lasqueti email list (4 comments)
- Lund Community Society (2 comments)

**Word of mouth** (10 comments) from friends or community members.

**Elected officials**, (8 comments) through email or their newsletters or social media posts.

**Print or online media**, (5 comments) such as Powell River Peak or qathet Living.

**In-person events or places** (4 comments) (e.g., stores, recreation centre, Post Office, community events) .

**Radio**, (2 comments) such as My Powell River Now.

Other:

- Fire department (1 comment)
- Work (1 comment)
- Regional District iMap (1 comment)
- The Regional District struggles with communication (1 comment)



## RESILIENCE PLANNING

### WHAT ARE YOUR PREFERRED CHANNELS TO RECEIVE INFORMATION FROM QATHET REGIONAL DISTRICT?

**Facebook**, (9 comments) including local Facebook groups (e.g., Texada Message Board).

**Local organizations or newsletters**, (6 comments) including:

- Association of the Savary Island Committee (ASIC) (2 comments)
- Other Savary Island community groups (e.g., SIPOA, Savary Island News) (2 comments)
- Lund Community Society (1 comment)

**Email newsletter** (4 comments) that would come regularly from the Regional District.

**Elected officials**, (3 comments) through email or their newsletters or social media posts.

**Print or online media**, (2 comments) such as Powell River Peak or qathet Living.

**In-person events or places** (4 comments) (e.g., stores, recreation centre, Post Office, community events).

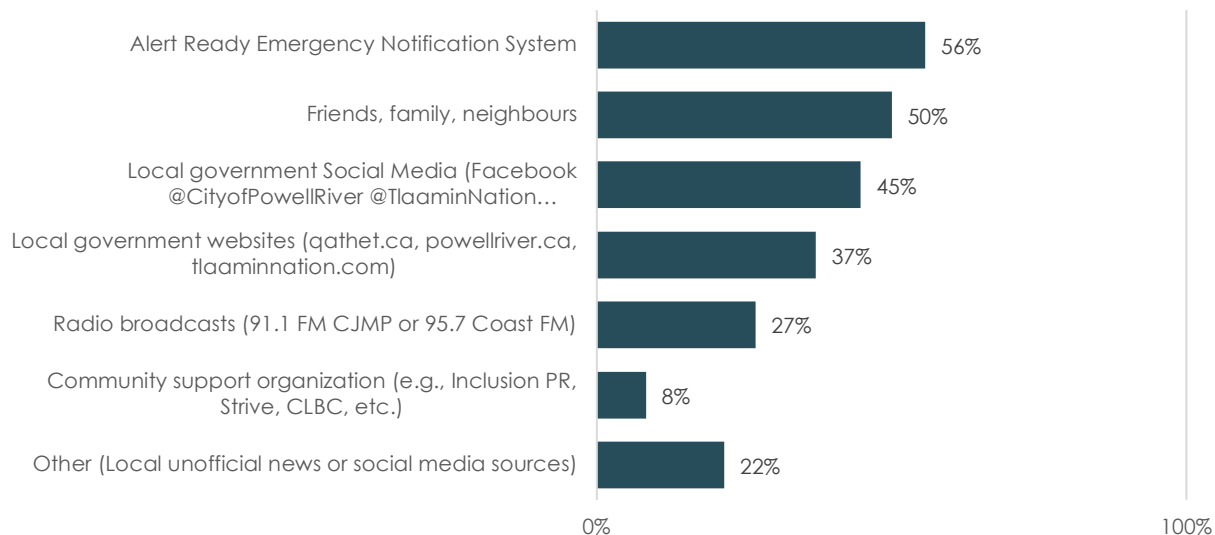
**Radio**, (2 comments) such as My Powell River Now.

Other:

- Electronic engagement is key (1 comment)
- In-person sessions or information opportunities (1 comment)
- Local businesses (1 comment)
- Mailed notices (1 comment)
- Word of mouth (1 comment)

EMERGENCY INFORMATION

**What information sources do you use to get emergency information?**



**Figure 16. Emergency information sources identified by survey respondents**

*Note: Participants could select all that apply.*

Participants were invited to share any other methods they use to receive information or would like to use to get information.

**Social media**, (22 comments) especially local Facebook groups (e.g., Texada Message Board, Savary Island Message Board) and posts from local elected officials and community leaders.

**Local organizations or newsletters**, (11 comments) including:

- Association of the Savary Island Committee (ASIC) and Savary Island organizations (2 comments)
- Lasqueti email list (6 comments)
- Lund Community Society (2 comments)

**Media** (8 comments) including:

- CBC Radio (5 comments)
- Newspapers (2 comments)

- qathet Living (2 comments)

**Fire department** (5 comments).

**Word of mouth** (3 comments) from friends or neighbours.

**Physical notice boards** (3 comments), including the library, and LIFT Community Resource Centre.

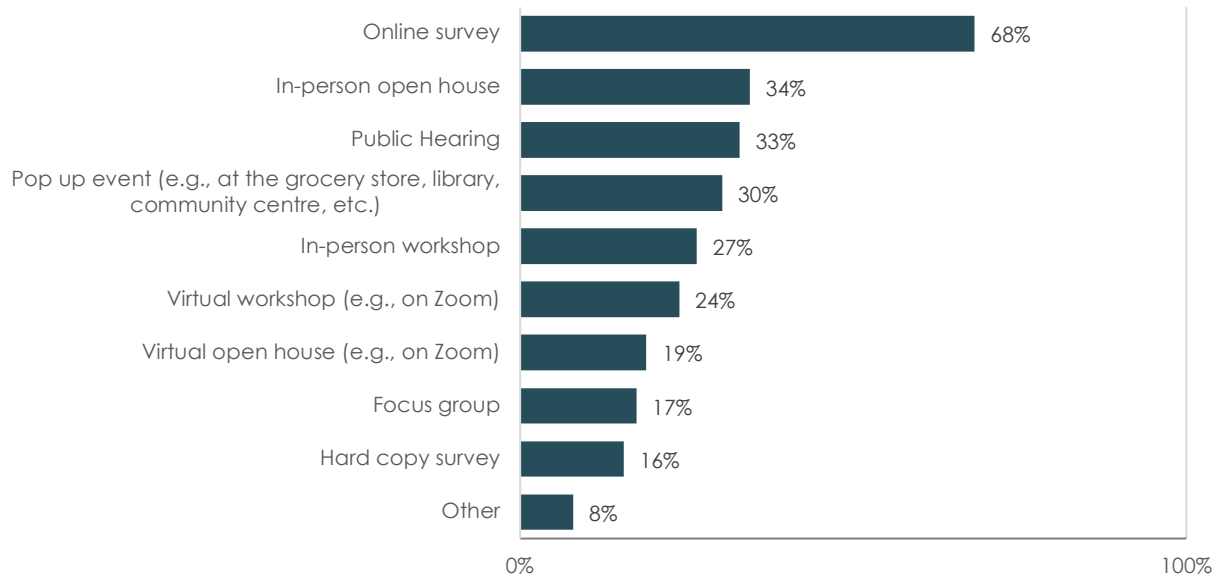
**Other:**

- Elected officials. (1 comment)
- Google. (1 comment)
- Phone, when cell service is available. (1 comment)
- Emergency service notifications are lacking from the qRD. (1 comment)

ENGAGEMENT

ENGAGEMENT METHODS

What are your preferred methods of engagement?



**Figure 17. Preferred method of engagement of survey respondents**

*Note: Participants could select all that apply.*

Participants were invited to share any other methods they use to receive information or would like to use to get information.

**Community events** (4 comments): The Regional District should attend community-led events, such as cultural events or community organization meetings.

**Email** (3 comments): Use an email newsletter.

**Social media** (2 comments): Engage over social media.

**Radio** (2 comments): Use the radio for engagement.

**No preferences.** (2 comments)

Other:

- Mini sessions engaging different demographics. (1 comment)
- Through a Regional Director report. (1 comment)
- Use multiple methods, such as online events and online surveys. (1 comment)
- Hold workshops during the day instead of the evening. (1 comment)

### GEOGRAPHICAL DIFFERENCES

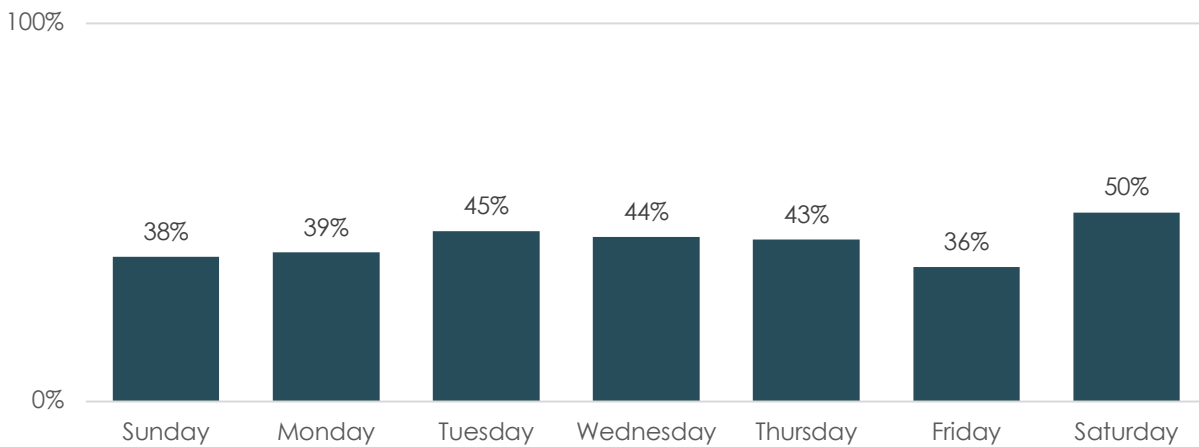
Engagement methods was analyzed by geography, including the City of Powell River and all Electoral Areas. There were too few respondents from Tla'amin Nation Lands and outside of qathet Regional District to analyze responses specific to those areas. The following summarizes what was more and less popular for respondents from that area compared to all survey respondents. (Note that the top method for all areas was an online survey.)

- City of Powell River:
  - More popular for Powell River residents: Pop-up events (43%)
  - Less popular for Powell River residents: No method
- Electoral Area A:
  - More popular for Electoral Area A residents: In-person workshops (38%), virtual workshops (36%), public hearings (49%), focus groups (31%)
  - Less popular for Electoral Area A residents: No method
- Electoral Area B:
  - More popular for Electoral Area B residents: In-person open houses (62%), online surveys (85%), public hearings (54%)
  - Less popular for Electoral Area B residents: Virtual workshops (15%)
- Electoral Area C:
  - More popular for Electoral Area C residents: In-person open houses (48%)
  - Less popular for Electoral Area C residents: Pop-up events (21%)
- Electoral Area D:
  - More popular for Electoral Area D residents: Hard copy surveys (30%)
  - Less popular for Electoral Area D residents: In-person open houses (22%), public hearings (17%)
- Electoral Area E:
  - More popular for Electoral Area E residents: No method.
  - Less popular for Electoral Area E residents: Online survey (47%), virtual open house (5%), focus group (5%)



**ENGAGEMENT EVENT TIMING**

**What days during the week are good for you to participate in engagement events?**



**Figure 18. Days of the week preferred for engagement**

Participants could select all that applied and were asked to share why they chose that selection.

**Work and other commitments** (107 comments): Participants mentioned work, family, and other commitments as the greatest factor influencing when they were available.

- Days not working or weekends (62 comments): Many participants identified days they are not working as the days that would work best for them. These were primarily weekend days with a significant number of participants working other schedules.
- Evenings or weekdays work best (22 comments): Other participants identified weekends or their days off as for family, rest, recreation, or other commitments – and would prefer to engage in the evening during their work week.

**Flexible schedule** (50 comments): Participants who had a flexible schedule, many of whom are retired or otherwise have flexible time.

**Ferry** (3 comments): Some people would prefer engagement events on days the ferry is

not running as it is less busy (two comments), while others would prefer engagement events on days the ferry is running as people can come into Powell River (1 comment).

**Daytime meetings** (3 comments): Some people would only attend daytime meetings as they do not drive after dark.

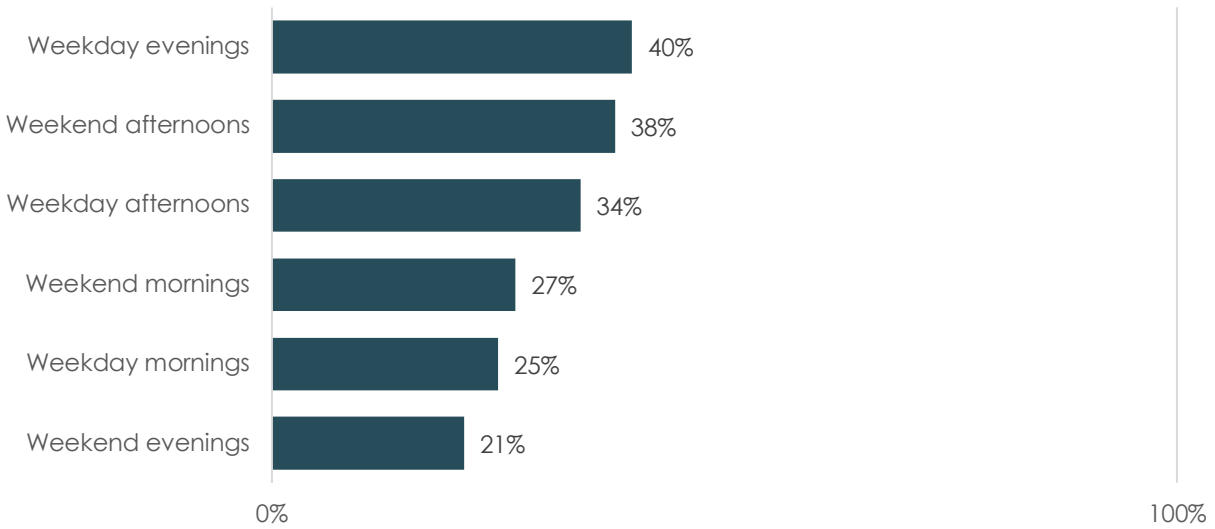
**Temporary resident** (3 comments): Some people are not full-time residents, and live in qathet Regional District seasonally (e.g., during summer) or part-time (e.g., weekends).

**In-town** (2 comments): Some people identified days they would be more likely to be in Powell River and able to attend an engagement event.

**Other:**

- Require childcare to attend. (1 comment)
- Can only attend on days they have a car. (1 comment)
- Work schedule changes. (1 comment)
- Varied schedule. (1 comment)

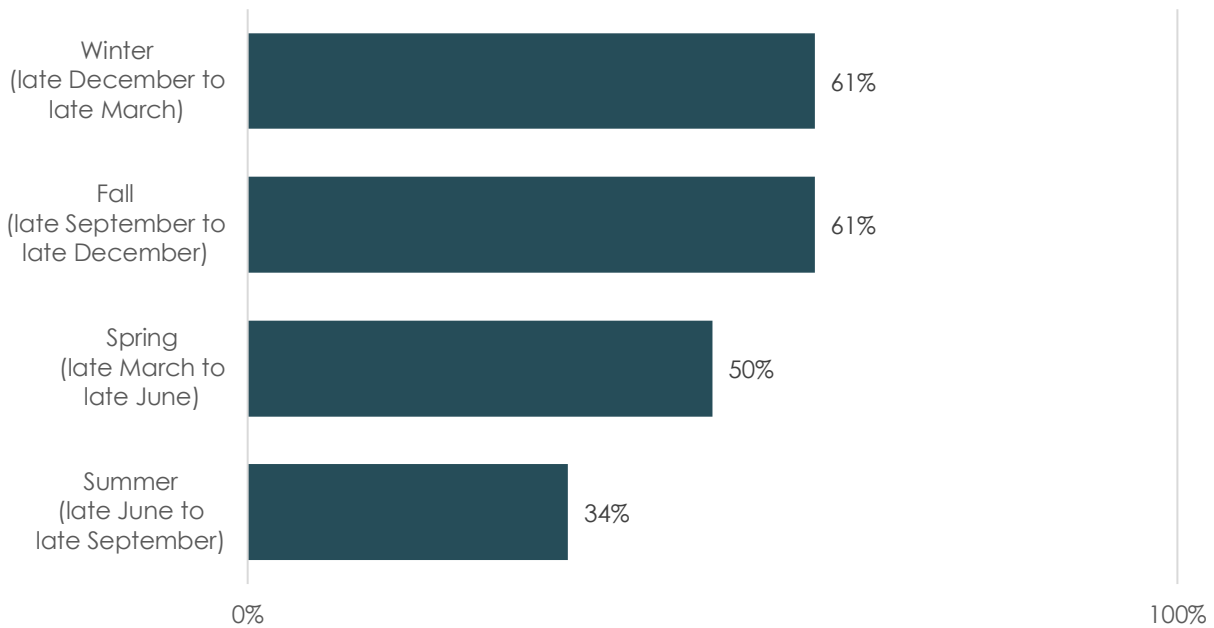
**What times during the day are good for you to participate in engagement events?**



**Figure 19. Times of day preferred for engagement**

*Participants could select all that apply.*

**What times of the year are good for you to participate in engagement?**



**Figure 20. Times of year preferred for engagement**

*Participants could select all that apply.*

Participants were invited to share why they selected the times of year they did.

**Summer is a busy time** (67 comments): Spring and especially summer are very busy for many people (e.g., gardening, farming, vacation or travel, other plans) and hence are not good to host engagement.

**Flexible schedule** (40 comments): All times during the year are good for engagement.

**Better weather** (14 comments): The summer and spring tends to have better weather and are better to hold events in.

**Seasonal resident** (12 comments): Some people are seasonal residents and are more likely to be in qathet Regional District during the summer or spring.

**Winter is a busy time** (8 comment): Winter is also a busy time for many people.

**Not travelling** (8 comments): Less likely to be travelling during these seasons. Most people

were less likely to be travelling during spring and fall.

**Personal preference** (4 comments): A specific time of year worked for some people based on their personal commitments.

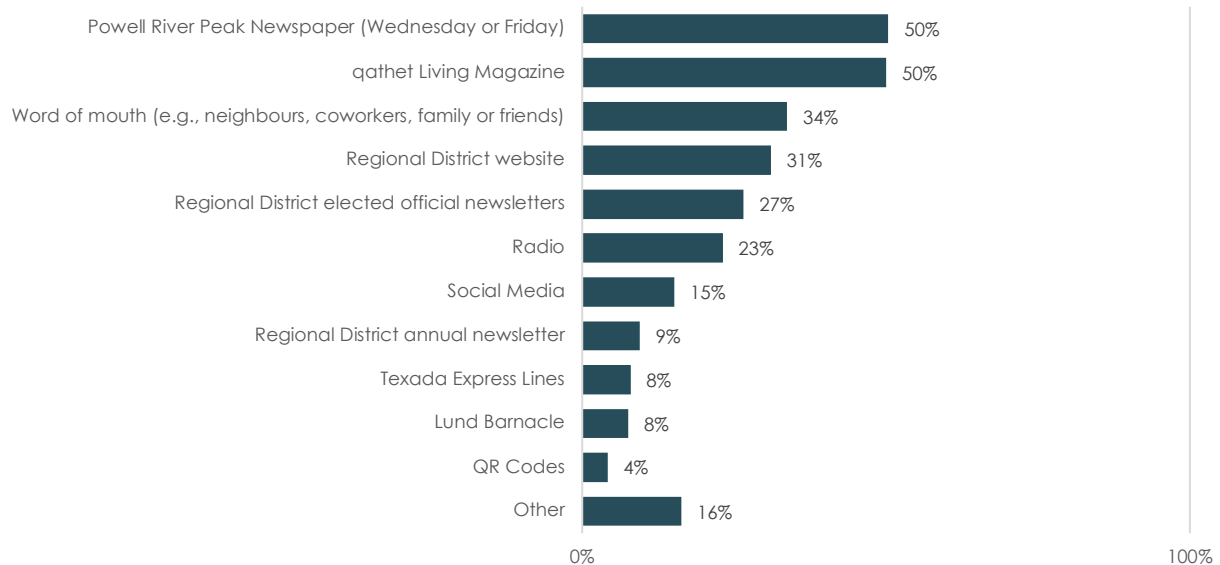
**Daytime meetings** (3 comments): Some people were flexible on the time of year but would prefer engagement events during the day (i.e., not after dark), especially during the winter or when there is bad weather.

Other:

- Child is out of school during the summer. (1 comment)
- Time of year does not matter if no childcare is provided. (1 comment)
- Fewer tourists are around during the winter. (1 comment)

**ENGAGEMENT PROMOTION**

**When the qathet Regional District wants to hear feedback and engage on an issue or project that impacts the community, where do you like to get information about those engagement events?**



**Figure 21. Preferred sources of information to inform engagement participation**

Participants could select all that apply and were invited to share more information about their response.

**Social media**, (38 comments) including posts from community leaders and organizations, and local Facebook groups (e.g., Powell River South Facebook Group, Savary Island Facebook Message Board, Texada Message Board).

**Local organizations or newsletters**, (20 comments) including:

- Lasqueti email list (8 comments)
- Association of the Savary Island Committee (ASIC) (5 comments)
- Other Savary Island community groups (e.g., Savary Island Land Trust (SILT)) (3 comments)

**Emails** (11 comments) from the Regional District or an email newsletter.

**Text messages** (4 comments) to alert residents.

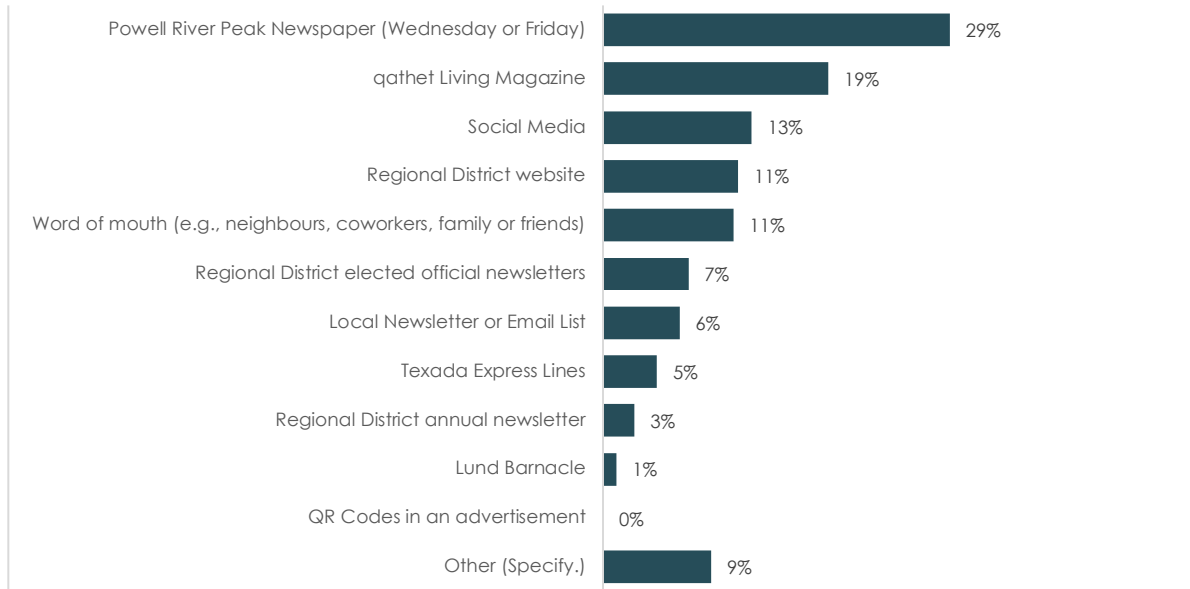
**Mailed notices** (2 comments) such as postcards.

**Media** (3 comments) including the Peak midweek and My Powell River Now weekly email.

**Other:**

- Through community partners such as the LIFT Community Resource Centre. (1 comment)
- Prefer ads over biased or incomplete reporting. (1 comment)
- Elected official. (1 comment)
- Powell River application. (1 comment)

Looking at what you selected above, which is the number one place you go for this type of information?



**Figure 22. Number one place for engagement promotion**

Participations were invited to provide additional information to this question.

**Social media**, (33 comments) including posts from community leaders and organizations, and local Facebook groups (e.g., Powell River South Facebook Group, Savary Island Facebook Message Board, Texada Message Board).

**Local organizations or newsletters**, (17 comments) including:

- Lasqueti email list (10 comments)
- Association of the Savary Island Committee (ASIC) (4 comments)
- Other Savary Island community groups (2 comments)

**Emails** (7 comments) from the Regional District or an email newsletter.

**Text messages** (2 comments) to alert residents.

**Media** (4 comments) including the Peak midweek and the Peak online.

**Elected official**. (3 comments)

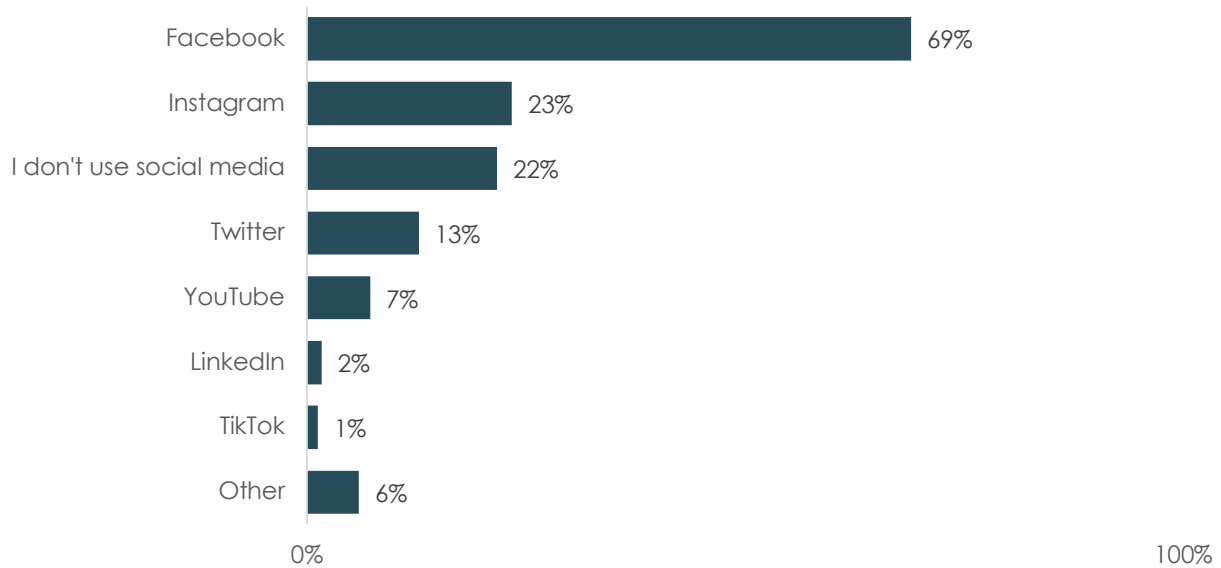
**Local notice boards** (2 comments) such as at the Post Office.

Other:

- Powell River application. (1 comment)

**ONGOING ENGAGEMENT CONVERSATIONS**

**What social media platforms would you most likely interact with the Regional District on?**



**Figure 23. Social media platforms used**

*Participants could select all that apply.*

Participants were invited to share more information about their response.

**Email** (5 comments) would be preferred over social media.

**Online meetings** (2 comments) (e.g., over Zoom).

**Local Facebook group** should be used (e.g., Savary Island Buy & Sell). (1 comment)

**Radio.** (1 comment)

CAPACITY BUILDING

What is your level of interest in regional projects and issues?

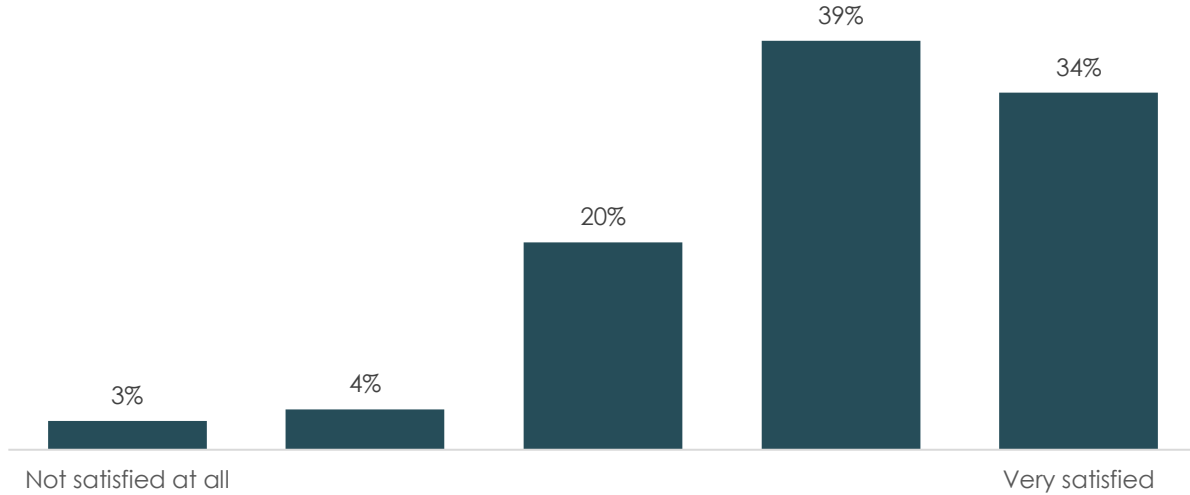


Figure 24. Interest in regional projects and issues

In general, how satisfied are you with the background information the District shares when asking you to provide feedback?

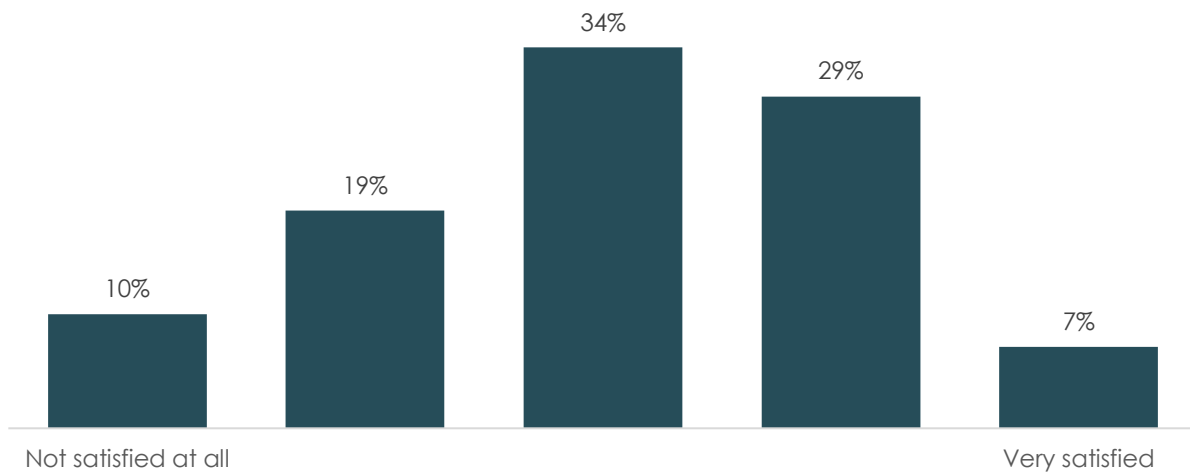
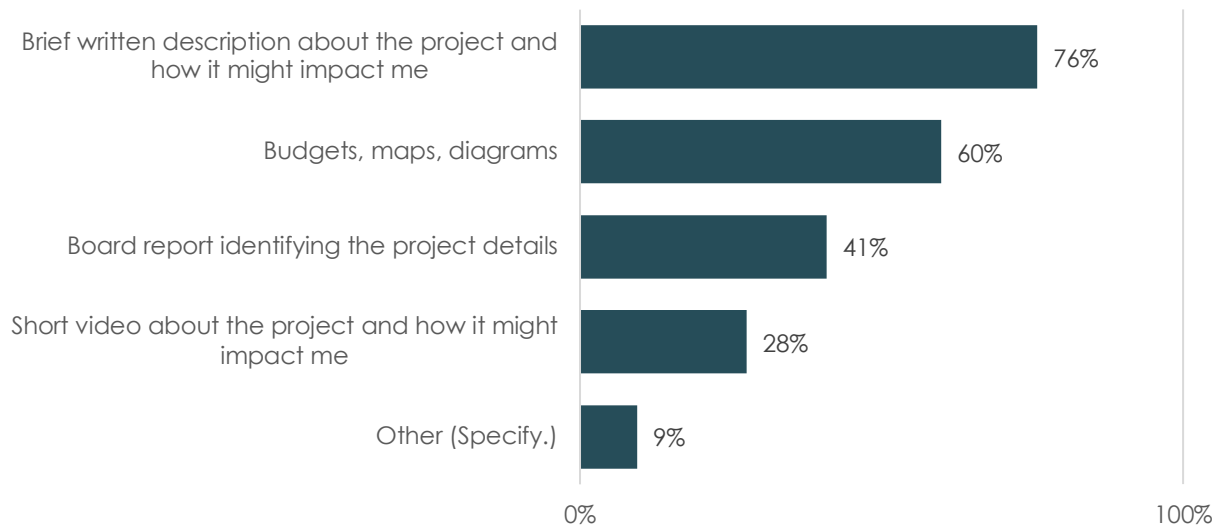


Figure 25. Satisfaction with background information

**What type of information do you need to fully participate in engagement activities (to give informed feedback)?**



**Figure 26. Type of information preferred to inform engagement participation**

Participants were invited to share more details about their response.

**Brief but comprehensive** (6 comments): Information provided should be brief but comprehensive, with additional details available if people are interested. More information will be needed for complex projects.

**Better engagement** (6 comments): Engagement and information on engagement can be improved, including information on previous engagement on the project, showing how local input was used, and the purpose of engagement. Participants wanted to see the Regional District engaging people before decisions are made, in-person presentations, and a Community Open Forum on Lasqueti.

**Show impact of project** (3 comment): Information on the impact, and proposed benefits and drawbacks of a project.

**Focus on storytelling** (3 comments): Ensure information is easy to read and focus on telling a story about the project.

**Lasqueti requires specific attention** (3 comments): Lasqueti is very different from the rest of the Regional District and requires specific information and engagement methods. One participant suggested a Community Open Forum.

**Clear and respectful communication** (2 comments): Communication should be clear, with respectful answers given.

**Unbiased information** (2 comments): Provide basic and unbiased information.



## APPENDIX A. INTERVIEW QUESTIONS

### QUESTIONS FOR EXTERNAL ORGANIZATION CONTACTS

- Tell a story of “engagement and communications done well” that involved your community. What were the key things you believe the Regional District got right?
- What are the strengths and weaknesses of the Regional District with respect to engagement and communications?
- What ways would work best for the Regional District to engage and communicate with your community?
- What are some challenges for engaging and communicating with your community?
- Is there anything the Regional District needs to do to build trust with your community?
- In order for your community to meaningfully provide input, what can the Regional District do to support them? What could the process look like? (e.g., transportation assistance, access to technology, funding or honoraria for meetings, childcare, food, locations in your community, etc.)
- What is the best way to stay in touch with you over the long-term?
- Who are other key people or organizations we need to be including in this process?

### QUESTIONS FOR STAFF AND BOARD MEMBERS

- Tell a story of “engagement and communications done well” that the Regional District has done. What were the key things you believe the Regional District got right?
- What are the strengths and weaknesses of the Regional District with respect to engagement and communications?
- What opportunities do you see for the Regional District to engage and communicate across the region?
- What are some challenges for engaging and communicating across the region?
- How does the Regional District support community members and organizations to meaningfully provide input? (e.g., transportation assistance, access to technology, funding or honoraria for meetings, childcare, food, locations in your community, etc.)
- Who are other key people or organizations we need to be talking to?

## APPENDIX B. WORKSHOP AGENDA

### SESSION OPENING + OVERVIEW

1. Acknowledgement + introductions (10 min)
2. Session purpose, overview, and community agreements (5 min)
3. Staff presentation on project overview, regional services and questions (10 min)

### INTEREST IN ENGAGEMENT

4. What is your level of interest in participating in engagement on regional projects and issues? [rating scale poll] (5 min)
5. What types of decisions are you interested in being engaged on? [Break-out roundtable for larger workshops otherwise: roundtable] (10 min)
6. What works well for engagement?
7. Tell us about a time you had a great experience with engagement. Why did it work well? (Examples do not have to be specific to the Regional District.) [Break-out roundtable for larger workshops otherwise: roundtable] (20 min)
8. What are your preferred methods of engagement? (5 min)
9. What would help you engage more fully? [jamboard] (10 min)
10. What are some considerations the Regional District should be aware of when engaging your community (e.g., quality of internet access, community culture, topic of engagement, etc.)? [jamboard] (10 min)

### COMMUNICATION + CAPACITY BUILDING

11. When the qathet Regional District wants to hear feedback and engage on an issue or project that impacts the community, where do you like to get information about those engagement events? [poll - select all that apply] (5 min)
12. In general, how satisfied are you with the background information the District shares when asking you to provide feedback? [poll] (5 min)
13. What kind of information would you find helpful so you can provide informed feedback on projects? [roundtable] (10 min)

### NEXT STEPS + THANK YOU

14. Next steps + thank you (10 min)
15. What did you like about this session? Where could we improve? [jamboard]