

**District of Squamish  
OCP Staff Advisory Committee**



Monday November 2, 2015, 6:00 p.m.

Location: Council Chambers, Muni Hall  
37955 Second Ave.

**Public Attendees:**

Lisa Ames  
Deanna Bell  
Christina Bergin  
Karen Cook  
John Hawkings  
Grant McRadu  
Shannon White

**Council:**

Councillor Karen Elliott

**Staff:**

Jonas Velaniskis  
Christina Moore  
Gary Buxton

**Absent / Regrets:**

Mayor Patricia Heintzman  
Patricia Kost  
Kristine Good

Vince Verlaan - Modus  
Daniella Fergussen - Modus  
Dan Wilson – Whistler Sustainability Centre

**Meeting Notes:**

**1. Adoption of Agenda**

The agenda was adopted as presented.

**2. Introductions**

Representatives from Modus and the Whistler Centre for Sustainability (WCS) and the committee members introduced themselves.

**3. Process Overview**

Modus provided an overview on the proposed engagement process. Modus shared the committees intent to provide a robust and authentic public engagement process, based on the submission to the RFP process.

Modus provided a review of the workplan, in 2 parts and 5 phases. Activities really start in January. Desire not to start now and then stop in December, or stay silent until January. Phase 1 is the visions and goals. Phase 2 is the more technical phase, reviewing options and trade offs and then drafting policy.

Phase 1 will look to build connections with existing groups rather than build new communication networks. Critical issues will be identified and issues papers will be developed to support the process and participant understanding.

Identified a 5% participation rate as a target – reasonably high – gold, not a platinum standard, for individuals that actively engage in one part of the process or more. Project ambassadors will be used to drive participation by going out to people where they are.

#### **4. Issues and Stakeholder Mapping**

Dan Wilson from WCS lead a discussion on significant issues and stakeholders to be aware of, initially developed with District staff. The stakeholders were then sorted based on level of influence and level of interest.

WCS asked if there were any deficiencies in the list – were there substantive groups or stakeholders that were missing?

Some of the additions were:

Squamish Dirt Bike Association

My Sea to Sky

Cheema Properties

Holborn Group Squamish Sikh Society

BC Transit

Squamish Forestry Association

Black Mount

Multifaith association

Business Retention and Attraction network

Squamish Yacht Club

Councillor Blackman-Wulff asked about the inclusion of groups from outside the community, and the Resort Municipality of Whistler. It was noted that these groups would be notified rather than deeply involved in the process.

“Manage Closely” really means where you will spend your majority of efforts in the engagement process. The group made a number of recommendations with respect to the priority assigned to each.

There was a brief discussion on potential issues that could arise as part of the engagement process. Councillor Elliott noted that the healthy community lens and overall community health was not well represented in the issues identification. Councillor Chapelle echoed this concern of the healthy community lens being presented.

#### **5. Digital Outreach**

Modus lead a discussion on functions and options for digital engagement. Modus describes themselves and the processes they design as “tool agnostics,” and not tied to any particular digital tool. Modus likes to use the appropriate tool at the appropriate time, and to be flexible. Tools should be quick and easy to use, and have low barriers to use. Access should also be mobile friendly. Modus also plans ahead for quality data analysis, so that information collected can be used effectively.

The Committee asked about the opportunity to access raw data, to ensure that there is a possible way to check on how data was filtered and sorted. Modus also puts huge emphasis on data sorting and filtering to ensure that processing is rigorous.

Visioning and issues identification will make use of existing District website and employ online “Fluid” surveys to try and establish the community values and vision. Tools that are appropriate will be “plugged into” the process as it develops. Tools will be customized to the particular phase or stage, but will be easy to access. Use of roaming iPad surveys will be used early to drive information distribution, develop a good contact list and generate numerous and quick responses.

There is a possibility to use prizes to increase participation. This will need to be discussed with Council. The Committee made a note that the timeline to complete was tight and that Council would need to ensure that other projects were not assigned to the Development Services department so that they can continue to focus on the project. Councillor Elliott noted that Council has made this a priority.

**6. Project Branding**

Christina Moore lead a discussion of project branding options, including imagery, tagline and associated messaging. A project brand was being proposed to individually identify it to the public.

**7. What’s an OCP**

Jonas Velaniskis provided a brief overview of what an OCP is and what it does. It is a road map to the community’s future. Designed to last 20 – 25 years. Some communities change faster and require updates far more frequently. There are legislated mandates for a number of items to be in an OCP, many of which are physical land use related, but every community does them a little differently. Will also need to address the Regional Growth Strategy through a regional context statement. The OCP often also has a good narrative to explain the regulatory and policy framework. Once adopted, all other bylaws need to be consistent with it, and it then becomes a guide for staff to review and screen new development proposals.

**8. Policy & Strategy Feed-Ins**

Jonas Velaniskis outlined what new policy and strategy has been developed since the last OCP was adopted and how this will be incorporated into the process; this relates to issues papers for the project (supported by WCS and Modus).

**9. Committee Role**

Modus lead a discussion on the possible role of committee members during the process, for attendance and outreach. Committee members can engage in any part of the process as they see fit as members of the community. They can also participate in any part of the process as they can provide time. There is also no requirement to participate in the process. Assisting in promoting the process through their networks and contacts will also be a critical role to play.

Modus will propose an online survey to Committee members between now and the soft launch in December to determine some of the decisions with respect to the engagement strategy.

**10. Last Issues / Roundtable**

None were identified.

**11. Next Meeting**

The next meeting date was selected as Wednesday December 9 at 6:30 p.m. in Council Chambers.

The meeting terminated at 08:50 p.m.