



OCP Engagement Summary

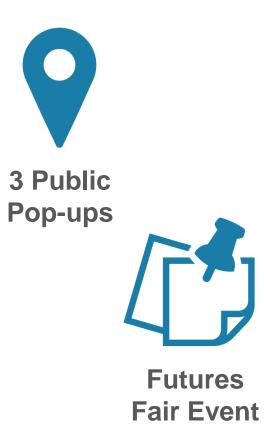
Engagement Summary Report

- Shows a record of public and stakeholder engagement across phases
- Includes an overview of:
 - Why We Engaged
 - What We Did
 - Who We Heard From
 - What We Heard
 - Measuring Success





What We Did





Public Survey



6 Go-to-them Events



4 Stakeholder
Sessions
(combined
workshop, 1x1)

Promotions:





- Project newsletters
- Postcard and posters
- Social media posts and ads
- Direct outreach to organizations



Who We Heard From - Public

Community members, including:

- Youth
- Seniors
- Families
- Indigenous peoples
- People with disabilities
- Renters
- Newcomers



Participants across engagement



Who We Heard From - Stakeholders

Community and government organizations with interests in:

- Agriculture*
- Parks, Recreation and Trails
- Local Business and Industry*
- Downtown Salmon Arm
- Environment
- Arts

- Food security
- Social services
- Education
- Health
- Heritage



What We Heard – Community Values

Natural beauty & access to green spaces

Vibrant downtown and local businesses

Safe, connected community

Access to recreational opportunities

Diverse economy and industries

Opportunities and support for all ages



What We Heard – Community Vision

- Inclusive, accessible, and safe
- Green, beautiful, and sustainable
- Vibrant
- Well-planned







What We Heard – Community Vision

- Age-friendly
- Healthy
- Connected
- Affordable







What We Heard – Cross-cutting Themes

Connectivity

- Safe and connected active transportation
- Expanded and accessible public transit
- Easy access to services and amenities

Balanced Growth

- Well-maintained infrastructure and facilities that support community growth
- Protected and enhanced natural areas, green spaces, trees and agricultural lands

Sustainability

- Reduced GHG emissions
- Improved climate resilience
- Improved water quality
- Food growing opportunities and access to local foods



What We Heard – Cross-cutting Themes

Safety and Wellbeing

- Improved emergency preparedness
- Celebration of diversity and improved sense of belonging
- Low-barrier social, cultural, and wellness services and supports

Affordability

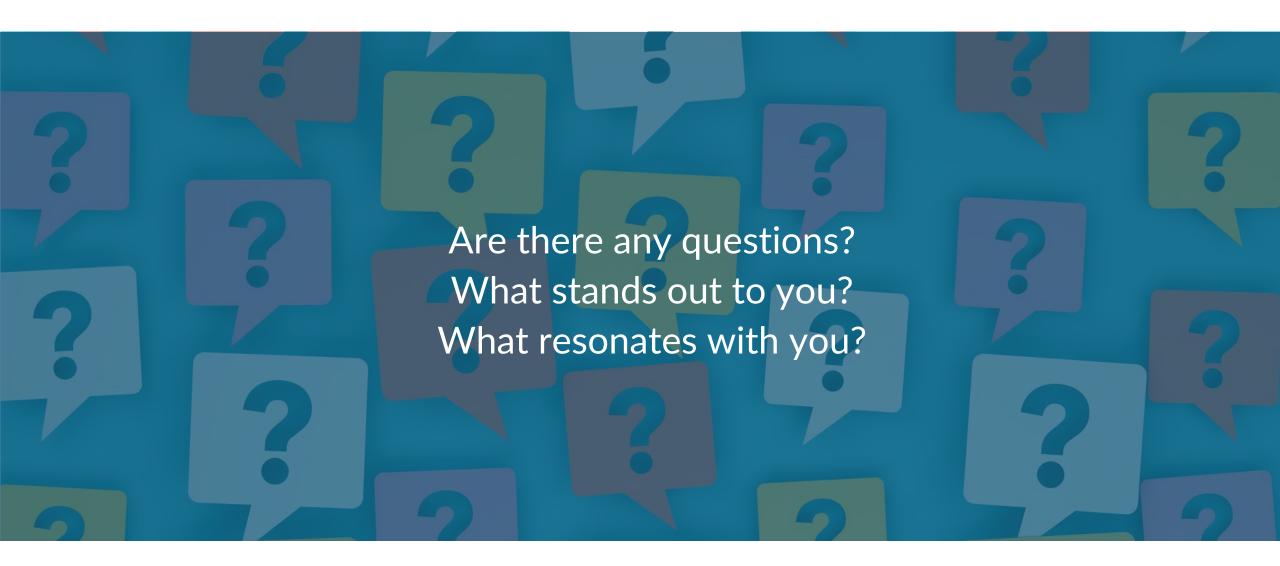
- Affordable options for housing, transportation, recreation, and food
- Low unemployment

Community Vibrancy

- Vibrant downtown core and small businesses
- Plenty of arts and cultural spaces and celebrations
- Age-friendly public spaces and recreational opportunities



Discussion





OCP Engagement Process



We are here!



GETTING STARTED

PHASE 1

Oct 2023 - Feb 2024

- Engagement Strategy
- Recruit Community Ambassadors
- Develop promotional materials
- Public Survey 1

COMMUNITY VISION & EMERGING THEMES

PHASE 2

Mar - Jul 2024

- Promotions
- Stakeholder workshop
- Public events
- Public Survey 2
- Interim Report

DRAFTING THE PLAN

PHASE 3

Aug – Nov 2024

- Promotions
- Stakeholder workshop
- Public events
- Self-directed workbooks
- Public Survey 3

FINALIZING THE PLAN

PHASE 4

Dec 2024 - Mar 2025

- Formal review by Council
- Public hearing(s)
- Approval



Phase 3 Engagement Overview

Phase 3: Draft Plan (August – November)

This round of engagement focused on feedback on the draft OCP directions. It will include:

- Stakeholder Workshop
- Promotions
- Public Pop-ups
- Public Survey 3
- Webinar
- OCPizza Nights
- Open House Events



Discussion

