

Communications & Engagement Plan

for the Slocan Official Community Plan Project

Submitted for review

Version 1 – February 11, 2022

Submitted to:

Village of Slocan

Prepared by:

Selkirk Planning & Design



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1.1 PROJECT BACKGROUND

The Village of Slocan is a small community, located on the southern shore of Slocan Lake, less than an hour's drive from the cities of Nelson and Castlegar in the Regional District of Central Kootenay. The Village is a "community in transition". In 2013, the Village was notified of the permanent closure of Springer Creek Forest Products sawmill, after over 40 years of service. The closure was difficult for the community, resulting in approximately 75 jobs lost, leaving many to wonder, "what's next for Slocan?" Much has changed in the last eight years in Slocan. The mill closure, and the recent purchase of the former mill property by the Village in 2020? However, the Official Community Plan (OCP) has not. Now 10 years since the existing OCP was adopted, it is time for the Village to revise the OCP to guide the community through the coming transition by creating a vision that recognizes the opportunities available in Slocan.

The OCP update will create a new vision for the community, a framework to guide community growth, and certainty to residents, landowners, and the community as it relates to community change. This update is an opportunity to include changes as required by legislation, and to bring the bylaw into line with development trends suitable for the Village, focusing on areas such as housing, business, recreation, and tourism. In addition, this OCP review will also reaffirm the community's values concerning issues such as servicing, land use, amenities, the municipality's identity within the Slocan Valley, aspirations for sustainability and rural viability, climate change, parks and recreation, Development Permit areas, and greenhouse gas emission reduction strategies and targets.

To ensure that the OCP revision reflects the values of the community, they must be consulted in an effective way. A Communications and Engagement Plan will identify when and how the team will engage as many residents, stakeholders, and community members as possible throughout the OCP process.

1.2 C&E PLAN PURPOSE

The purpose of this Communications and Engagement (C&E) Plan for the Slocan OCP project is to outline the goals, stakeholders, approach, tactics, and events related to the communications and engagement aspects of the project. This document is managed by the Selkirk Planning & Design Team:

Fraser Blyth, Project Lead: community engagement and designer

Amy Clarke, Engagement Specialist: engagement lead, responsible for managing and updating the C&E Plan

Jonathan Schmidt, Policy Specialist: engagement support

Chris Fields, Economic Development Lead: motivational speaker and presentation support

Jason Jones, Landscape Architect: engagement support

1.3 C&E GOALS





The overall goals for the C&E aspects of the project are as follows:

- Build trust with the community & stakeholders

- Generate excitement, enthusiasm and a desire of citizens to take ownership over the future of their community
- Create local champions for the project
- Execute a transparent engagement process that is accessible to a broad demographic of the community
- Provide a wide variety of opportunities for feedback and obtain representative feedback from the community
- Generate project awareness and education about best practices in community planning so citizens can provide meaningful and informed feedback
- Incorporate local knowledge into the project deliverables
- Ensure the feedback loop is closed by sharing back to the community what was heard

1.4 WHO WILL WE ENGAGE & HOW?

The International Association of Public Participation (IAP2) has created a matrix that outlines a spectrum of public engagement. The IAP2 spectrum of engagement has been customized below for the Village of Slocan OCP. The diagrams show the general direction of the engagement for that level (e.g. one way, two-way).

	EMPOWER DECISION MAKERS	INVOLVE & COLLABORATE	LISTEN & LEARN	INFORM & CONSULT
				
Stakeholders	Tier 1: Village Council	Tier 2A: <ul style="list-style-type: none"> • OCP Working Group • Village Admin / Staff 	Tier 2B: <ul style="list-style-type: none"> • Village citizens • Village business groups • Village stakeholder groups and not-for-profit organizations • School District 	Tier 3: <ul style="list-style-type: none"> • Adjacent municipalities & their residents • Sinixt & Regional First Nations • Provincial Agencies (MOTI, Enviro., etc.) • Regional District of Central Kootenay (RDCK)
Overview	Final decision-making.	Partner in each aspect of decision-making including alternatives and preferred solutions.	Create opportunities to enter into a dialogue to explore each other's perspectives, plans & concerns.	Obtain feedback to test ideas or concepts and clarify issues, identify possible solutions.
Example Tactics	Public Hearing, Council meetings, Online and in-person workshops	Online and in-person design workshops, committee meetings, reviewing of draft documents (option to do online)	Online and in-person design workshops, open house, online and community surveys, feedback on draft plans	Phone calls, online and community survey, open house, meetings
Promise	"We promise to inform Village Council of the engagement process and how citizen ideas have been translated into the OCP."	"We promise to work collaboratively with the project committee and Village staff to guide and direct the OCP."	"We promise that we will look to Village citizens for innovation, advice, guidance, and win-win solutions, and we promise to incorporate the outcomes of our	"We promise to inform the broader community through a variety of mediums and making all information about the OCP accessible."

			collaborative efforts into the development of the OCP.”	
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1.5 WHAT DOES ‘REPRESENTATION’ MEAN?

One of the less understood goals of public engagement is to achieve ‘representation’ in the feedback received from the community during the project. To our team ‘representation’ means receiving feedback from a broad demographic of individuals and stakeholder groups that generally represent the population at-large of the Village of Slocan. This may, at times, mean actively seeking feedback from under-represented groups (e.g. seniors or youth) either during our citizen focused engagement or actively through key stakeholder groups. It also means that our team will not simply attempt to achieve large feedback numbers if they are not also representative. At times, deeper and richer engagement with smaller representative groups can achieve a more broadly accepted final OCP document.

1.6 STAKEHOLDER LIST

TIER 1 - Primary Stakeholders that have a direct impact (e.g. vote) on the final decision.		
Name Title Organization	Email	Phone
Jessica Lunn Mayor		
Ezra Buller Councillor		
Joel Pelletier Councillor		
Madeleine Perriere Councillor		
Burly Van Bynen Councillor		

TIER 2A - Primary Stakeholders that have an indirect, but significant influence on the final decision.		
Name Title Organization	Email	Phone
OCP Working Group <i>Details in section 1.7</i>		
Michelle Gordon Chief Administrative Officer Village of Slocan		

TIER 2B - Secondary Stakeholders that have an indirect, but significant influence on the final decision
SLOCAN VILLAGE - COMMUNITY GROUPS/ORGS/COMMITTEES

ORGANIZATION	DESCRIPTION	CONTACT NAME	PHONE	EMAIL
Slocan Affordable Housing Commission	Affordable Housing in Slocan			
Slocan Climate Action Commission	Climate Action in Slocan			
Slocan Community Library	Community Library			
Slocan Fitness Center	Community Fitness Center			
Slocan Legion	Community Hall			
Slocan Outdoor Rec Commission	Outdoor Rec in Slocan (volleyball/baseball/tennis/ice rink, etc)			
Slocan Outdoor Rink Enthusiasts	Outdoor Ice Rink @ the tennis courts			
Slocan Owl Walk	Municipal lands / interpretive educational walk / outdoor classroom			
Slocan Saturday Market Committee	Saturday Farmer's Market			
Slocan Valley Historical Society	Preserving Slocan Heritage, Archives			
Slocan Valley Outrider's Association	Horse Corral, Annual Events			
Slocan Valley Rail Trail Society	Rail Trail			
Slocan Valley Seniors Housing Society	12-unit Seniors/Affordable complex in the Village			

Slocan Wellness Center Commission	Slocan Health & Wellness Center			
Spirit of Slocan Committee	Annual Events, Village Beautification Projects			
Village of Slocan Public Works	Public Works Department			

TIER 2B				
SLOCAN BUSINESSES				
ORGANIZATION	DESCRIPTION	CONTACT NAME	PHONE	EMAIL
Canada Post Slocan				
Data Rebel Inc.	Digital Service Provider			
Driftwood Vacation Rental Home	Operating a Vacation Rental Home			
Fiddler on the Roof Chimney Service	Chimney Service			
Flaca's Bakery & Bistro	Operating a Bakery & Bistro			
George's Excavating	Excavating			
Grit & Grace Counselling	Counselling Services			
Harold Street Café	Operating a Restaurant			
Ice Creek Lodge	Commercial Office + Tourist Accommodation			
Im Addicted to Craft	Artisan Gift Shop + Craft Supplies			
Kootenay High Quality	Medical Marijuana			

Medicine	Production			
Linda's Cleaning	Cleaning Services			
Mike Winfield Plumbing	Plumbing Contractor			
Mills Bros Construction Ltd.	General Contracting			
Mountain Valley Station	Convenience Store, Gas Station & Recycling depot			
Pointed Relief Acupuncutre & Massage	Acupuncture & Massage Therapy Services			
Raven Acupuncture	Operating an Acupuncture Practice			
Slocan Artisan Farmers Market	Operating a Saturday Market (seasonal)			
Slocan Valley Massage Therapy	Massage Therapy			
Slocan Village Market Ltd.	Operating a store - Grocery/Liquor/Lotto			
Springer Creek RV Park & Campground	Operating A Campground (seasonal)			
Sunday Afternoon	Specialty Services			
Sustainable Roots Contracting	General Contracting			
Swan House Vacation Rental	Vacation Rentals			
The Grizz Food	Operating a Mobile Vendor Food Truck			

Truck	(seasonal)			
The Vegan Biker Food Truck	Operating a Mobile Vendor Food Truck (seasonal)			
Timewarp Tie Dye	Vending Tye Die Shirts and Apparel (seasonal)			
Valhalla Massage Therapy	Massage Therapy			

TIER 2B				
OTHER				
ORGANIZATION	DESCRIPTION	CONTACT NAME	PHONE	EMAIL
Arrow-Slocan Tourism Association				
Columbia Basin Alliance for Literacy (CBAL)				
KCDS - Slocan (at WEGCSS)	Work BC / Career Development			
Kootenay Food / West Kootenay Permaculture				
SIFCo	Forestry Cooperative / Wildfire Mitigation, Prevention			
Slocan District Health Committee				
Slocan Fire Department				

Slocan Lake Stewardship Society				
Slocan Valley Arts Council				
Slocan Valley Chamber of Commerce				
Slocan Valley Economic Development Partnership	Economic Dev't in the Slocan Valley - Slocan/Silverton/N D and RDCK Area H			
Slocan Valley Youth Network	Youth Programs & Services			
Slocan Waterfront Restoration & Dev't Society				
Valhalla Children's Center	Slocan Daycare (coordinator has expressed they would like to take part)			
WEGCSS	Community Center/Youth Center/Food Bank/Comp Lab/Services			
*NEW - Maker-space & Business Hub at the former Mill Office (rezone set to be approved on Feb. 14)				

TIER 3: Tertiary Stakeholders that have an indirect, but significant influence on the final decision
GOVERNMENT / FIRST NATIONS / UTILITIES

ORGANIZATION	DESCRIPTION	CONTACT NAME	PHONE	EMAIL
Fortis BC				
ONA (Okanagan Nation Alliance)				
Ktunaxa First Nation				
RDCK	Area H Director			
School District 8	WE Graham Community School			
Sinixt First Nation				
Trails BC	Slocan Rail Trail			
Ministry of Transportation and Infrastructure (MOTI)				

Additional Stakeholders and Contacts

***Include other stakeholders here such as community church representative, program coordinators, passionate community members, etc.**

Name Title Organization	Email	Phone

Village Referral List				
ORGANIZATION	DESCRIPTION	CONTACT NAME	PHONE	EMAIL
Fortis BC				
ONA (Okanagan Nation Alliance)				
Ktunaxa First Nation				
RDCK	Area H Director			
School District 8	WE Graham Community School			
Sinixt First Nation				
Trails BC	Slocan Rail Trail			
BC Hydro				
Telus				
Fire Department				
Interior Health				
Ministry of Transportation and Infrastructure (MOTI)				
BC Assessment				

1.7 OCP WORKING GROUP

The Village of Slocan OCP Working Group will be composed of key stakeholders and community champions. The role of the OCP Working Group is to assist in the direction and guidance of the OCP update by providing feedback and acting as a sounding board for ideas presented by the team. This group will be the team’s quality assurance, reviewing policy directions prior to public release, and helping garner public buy-in as champions of the OCP project. This working group will be a key component of Slocan’s OCP success. We expect the Working Group to be involved with any staff working sessions and key communications dates identified in our detailed workplan.

A volunteer committee of approximately 5-7 members should be established with representative members (1-2)

from the following community groups, or similar: business/development/Chamber of Commerce; environmental/recreation; social/housing/seniors; youth/school district; Village Council.

Key Roles and Responsibilities of the Working Group will include:

- Reviewing OCP materials sent to them and preparing comments / questions for the project team
- Attending meetings, either in person or online to review materials and provide feedback
- Support project promotions and community outreach by helping spread the word through their personal and professional networks (in person and online). This includes project information and upcoming engagement event promotions
- Answer questions from the community or direct them to the project team for answers
- Exercising discretion when speaking to community members prior to project information becoming public. It is expected that Working Group Members will not share meeting materials publicly until they have been approved by the project team and Village staff. The materials that are intended to be public will be made available to the Working Group once they are refined and ready for public feedback.

OCP Working Group		
**below are suggested community groups and are subject to change		
Name Title Organization	Email	Phone
Affordable Housing Advisory Commission		
Climate Action Advisory Commission		
School District 8		
Village Councillor		
W.E. Graham Community Service Society		
Local business representative / Slokan Valley Chamber of Commerce		
Slokan Integral Forestry Cooperative (SIFCo)		
Kootenay Career Development Society (KCDS)		
Slokan Valley Historical Society		
Slokan Valley Youth Network		
Slokan Valley Seniors' Housing Society		
Provincial Park Representation		
Arrow Lakes, Slokan Valley Tourism		

Recreation Organization		
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1.8 WHAT ENGAGEMENT ACTIVITIES WILL WE DO?

Below represents a proposed timeline and sequencing of engagement activities that has been developed to be accommodating and responsive to community input and ideas.

Phase / Date Complete?	Tactic (s)	Target Group(s)	Who's Responsible?
Phase 1: Project Initiation			
January 14	C&E Plan development <ul style="list-style-type: none"> Work with Village staff to identify key stakeholders / stakeholder mapping exercise Identify and confirm OCP Working Group Members, social media / online outreach for members 	Village staff	Selkirk with collaboration from Village staff
January 14	Establish templates for project communications <ul style="list-style-type: none"> Internal communication preferred methods External email templates (MailChimp), posters, schedule, social media guidelines Set up Village web address / platform How to contact us / set up project email 	Village staff Citizens	Selkirk
January 14	Develop project brand <ul style="list-style-type: none"> Develop MS Word templates and other branding that includes fonts, colours and symbols to ensure a consistent theme of documents throughout the project 	Citizens	Selkirk with feedback from Village staff
January 10	Council Presentation #1 <ul style="list-style-type: none"> Presentation and project overview, introduction of the Selkirk Team 	Council	Selkirk
Ongoing	Establish First Nations engagement <ul style="list-style-type: none"> Confirm existing relationships with local / regional First Nations, reach out early with project information 	First Nations	Village staff with support from Selkirk
Deliverables:			
<ul style="list-style-type: none"> C&E Plan Communications Templates Project Brand Council Presentation 			
Phase 2: Technical Review & Issues ID			

January 24 – February 11	<p>Prepare engagement materials to be circulated to OCP Working Group and key stakeholder groups</p> <ul style="list-style-type: none"> Engagement materials to be based on information from research & analysis phase Information and ideas from Working Group and key stakeholder groups to be incorporated into materials Project overview documents to introduce project to the community / key stakeholder groups 	<p>OCP Working Group</p> <p>Key stakeholders</p> <p>Citizens</p>	Selkirk
Week of February 22	<p>OCP Working Group Meeting #1 (online):</p> <ul style="list-style-type: none"> Project overview, Meet & Greet Issue identification exercise Receive feedback on engagement materials 	<p>OCP Working Group</p>	Selkirk
January 24 – February 25	<p>Key Stakeholder Contact (online / phone / email)</p> <ul style="list-style-type: none"> Project overview, Meet & Greet Emails and phone calls to establish key contacts Opportunity to introduce project, discuss key issues and concerns informally Gauge availability, interest, concerns 	<p>Key Stakeholder Groups</p>	Selkirk
Week of March 1	<p>Council Presentation #2 (online)</p> <ul style="list-style-type: none"> Presentation of “Key Issues Report” Q&A and Council input session 	<p>Council</p>	Selkirk
Deliverables:			
<ul style="list-style-type: none"> Launch project public communications Council Presentation 			
Phase 3: Community & Stakeholder Consultation			
March 7 – March 18	<p>Prepare engagement materials for citizen engagement at open house</p> <ul style="list-style-type: none"> Materials to highlight issues identified in phase 2 Materials will be sent to staff, Council, and Working Group for review 	<p>OCP Working Group</p> <p>Key Stakeholder Groups</p> <p>Citizens</p>	Selkirk
Week of March 14	<p>Staff, Working Group, Council Materials Review (email / phone)</p> <ul style="list-style-type: none"> Discussion on Draft Vision, Guiding Principles, “Big Moves”, engagement materials, and upcoming events 	<p>Village staff</p> <p>Council</p> <p>OCP Working Group</p>	Selkirk with feedback from Village staff, Council, Working Group
March 7 – March 28	<p>Advertising materials / campaign development and roll-out</p> <ul style="list-style-type: none"> Using existing brand / templates Distribution throughout community using avenues identified in section 1.9 	<p>Citizens</p>	Selkirk
Week of March 28	<p>OCP Engagement Week (in-person, backup online)</p> <ul style="list-style-type: none"> 3 days of events in the community including: Meetings / focus group workshops with Council, staff, 	<p>Citizens</p>	Selkirk with support from Village staff

	<p>OCP working group, and key stakeholder groups</p> <ul style="list-style-type: none"> • Pop-up events at local “hot spots” (in-person option), complimented with information online • Interactive open house presentation of the OCP “Big Moves” (COVID version + recording online) • Digital & paper community survey (available for 2 weeks) • Youth & First Nations engagement (in-person, phone, digital, or through existing networks (e.g. incorporation into school curriculum / classroom)) <p>Schedule: To be completed with Village staff</p> <p>Day 1</p> <p>Day 2</p> <p>Day 3</p>	Key stakeholder Groups	Selkirk and Village staff to collaborate on First Nations engagement
April 8	<p>What We Heard Report #1 (WWHR) summarizing findings from engagement activities</p> <ul style="list-style-type: none"> • Summary of community findings & survey results • Identification of community support for OCP policy directions • Helps to shape the final vision, guiding principles, and policy directions of the OCP 	<p>Council</p> <p>Village staff</p> <p>Citizens</p>	Selkirk
Week of April 4	<p>Council Presentation #3 (online)</p> <ul style="list-style-type: none"> • Presentation of WWHR, discussion • Revised Community Vision 	Council	Selkirk
Deliverables:			
<ul style="list-style-type: none"> • 3 days of Engagement Week activities • What We Heard Report 			
Phase 4: OCP Draft			
April 11 – May 6	<p>Staff, Working Group, Council Draft OCP review (email)</p> <ul style="list-style-type: none"> • Review of Draft OCP prior to public engagement events • Selkirk team to incorporate feedback and revisions 	<p>Village staff</p> <p>Council</p> <p>OCP Working Group</p>	Selkirk with feedback from Village staff, Council, Working Group
Week of May 9	<p>Council Presentation #4 (in-person)</p> <ul style="list-style-type: none"> • Presentation of Draft OCP and how comments from Council were incorporated into the document 	Council	Selkirk
Week of May 9	<p>Stakeholder Engagement / Community Open House (in-person)</p> <ul style="list-style-type: none"> • Presentation of Draft OCP with opportunities to receive feedback from the public and key stakeholder groups • In-person or online meetings to take place with stakeholder groups prior to Open House • 1-day Open House to present key policy directions, 	<p>Citizens</p> <p>Key stakeholder Groups</p>	Selkirk

	example policies, OCP sections, proposed graphics and maps		
May 20	What We Heard Report #2	Council	Selkirk
	<ul style="list-style-type: none"> Summary of questions and comments from citizens and stakeholders 	Village staff	
		Citizens	
Deliverables:			
	<ul style="list-style-type: none"> Council Presentation Open House engagement event What We Heard Report 		
Phase 5: Draft OCP Refinement			
Week of June 6	Community & Stakeholder review of final OCP draft	Citizens	Selkirk
	<ul style="list-style-type: none"> Redline / track changes version available for Council & Working Group "Clean version" digital & paper copies available for public Maps and information boards available at Village office & online Survey available to collate responses and feedback (digital & paper copy) Option to offer a presentation / Q&A to public (TBD) 	Key stakeholder Groups	
Week of June 13	Agency referrals	Referral List	Village staff with support from Selkirk
	<ul style="list-style-type: none"> Agency & First Nation engagement as per Village referral timeline / legislative requirements 		
Week of June 13	Council Presentation #5 (online)	Council	Selkirk
	<ul style="list-style-type: none"> Presentation / Q&A to review Draft 2, ask questions and receive clarification 		
Deliverables:			
	<ul style="list-style-type: none"> Redline / track changes draft OCP for Council & Working Group "Clean version" draft OCP for public Council Presentation 		
Phase 6: Approvals			
Week of August 22	Public hearing presentation (in-person)	Citizens	Selkirk
		Village staff	
		Council	
Week of August 22	Staff training session	Village staff	Selkirk
	<ul style="list-style-type: none"> ½ day training session with Village staff, Working Group, and / or Council 		

<ul style="list-style-type: none"> Additional assistance to ensure staff understand documents
<p>Deliverables:</p> <ul style="list-style-type: none"> Public Hearing Presentation Training session

1.9 HOW DOES YOUR COMMUNITY COMMUNICATE?

Every community is different and that includes how people communicate best and most efficiently. Today there are lots of different hard copy and online platforms for communication. We want to know how to reach your community, including different demographics in your community.

Preferred Communication Methods

Communication Method	Youth (12-20 years old)	Working Age (18 – 64)	Seniors (65+)	Families	Business Community	2 nd homeowners	Resource workers that work off-site	Other Sector groups ???
<p>N = this wouldn't be effective</p> <p>Y = this would be effective</p> <p>M = this may be effective</p>								
Newspaper <i>Valley Voice</i>	N	Y	Y	Y	Y	N	N	
Local Radio Station <i>Kootenay Radio</i> <i>CBC?</i>	N	Y	Y	Y	Y	N	N	
Signs or Flyers Posted in Village <i>Specify best location(s):</i> <ul style="list-style-type: none"> Fitness Centre Library Grocery Store? Post Office? 	Y	Y	Y	Y	Y	N	N	
Village Communications <i>Website</i> <ul style="list-style-type: none"> www.slocancity.com 	M	Y	M	Y	Y	Y	Y	

• Project URL:								
Facebook https://www.facebook.com/villageofslacan	Y	Y	M	Y	Y	Y	Y	
Village Newsletter	M	Y	Y	Y	Y	N	N	
Canada Post Mailout	M	Y	Y	Y	Y	Y	Y	
Other Method(s) Other Social Media Community partner Instagram / Twitter? Community group correspondence (e.g. Seniors Centre newsletter, Youth drop-in centre, Parents & Tots programming, Food Bank, etc.)								

1.10 HOW DO WE MEASURE SUCCESS?


The following parameters can be used to measure the success of the engagement process:

- Successful execution of engagement tactics and tools;
- Number of stakeholder connections and their active participation in the OCP development process;
- Positive/neutral/negative feedback from stakeholders, OCP Working Group, and Village participants throughout the process;
- Active engagement and quality feedback during workshops;
- Number of survey responses and distribution across representative population;
- Number of participants in open houses, workshops, and meetings;
- Number of website visits and social media metrics;
- Media pickup including frequency, enthusiasm, and inquiries.

1.11 KEY INFORMATION

 VILLAGE PRIMARY CONTACT	
Name:	Michelle Gordon
Email:	
Phone:	

 ONLINE PRESENCE	
Project Webpage:	www.slocancity.com
Project Twitter #:	
Facebook Page:	https://www.facebook.com/villageofslocan
Project Email:	ocp@villageofslocan.ca

 CONSULTANT PRIMARY CONTACT	
Name:	Amy Clarke, Engagement Lead
Email:	
Phone:	
Name:	Fraser Blyth, Project Lead
Email:	
Phone:	

1.12 KEY MESSAGES

For many, an OCP can be a lengthy document to try and navigate. It is important that communication with the community of Slocan is clear and concise and offers participants an opportunity to engage effectively and conveniently. The following key messages are written to keep a consistent message when engaging with stakeholders and will be used by all team members and communications during the project.

- The engagement process is designed to foster open discussion and is a two-way conversation. We want to hear from the citizens of Slocan and want to hear ways to best engage the community.
 - **Engagement theme:** What are your priorities for the future of your community? Where do you see growth? Where do you see change?
 - **Engagement theme:** Where do you see the community in 5, 10, 20, 50 years? What do you want other people to envision when they hear of Slocan?
- Refer to “**Slocan OCP Project**” as the title of the project and ensure that OCP is understood to represent “Official Community Plan” within communications.
- The OCP is a statement of objectives and policies to guide decisions on planning and land use management - more importantly, it is built on the vision of the community as a whole.
- The OCP is an opportunity to outline how the Village of Slocan will thrive as a resilient, sustainable mountain town as the community evolves.
- The OCP should be a community-driven plan. Tell us what needs improvement or what will make Slocan better and we will work to ensure it’s addressed.
- Be Bold! Dream Big!
- The Local Government Act (LGA) regulates the requirements for an OCP.
- Messages should focus on the engagement process, how to get involved, and project input and findings.
- Information will be gathered from participants throughout the entire OCP process and will be used to prepare a draft OCP in Phase 4 of the project. This phase is anticipated to begin mid-April.
- Anticipated completion date of the project is end of August 2022.

1.13 COMMUNICATION & ENGAGEMENT RECORDS

A tracking list of communications and engagement events with citizens, specific stakeholders, provincial agencies or other organizations.

Date	Stakeholder(s) Name	Communication Description (e.g. email/letter/ad/phone call)

1.14 COMMUNICATIONS MATERIALS
