

# OCP Review Process and Community Engagement Plan

2023 – 2024

March 30, 2023



Village of  
Cumberland

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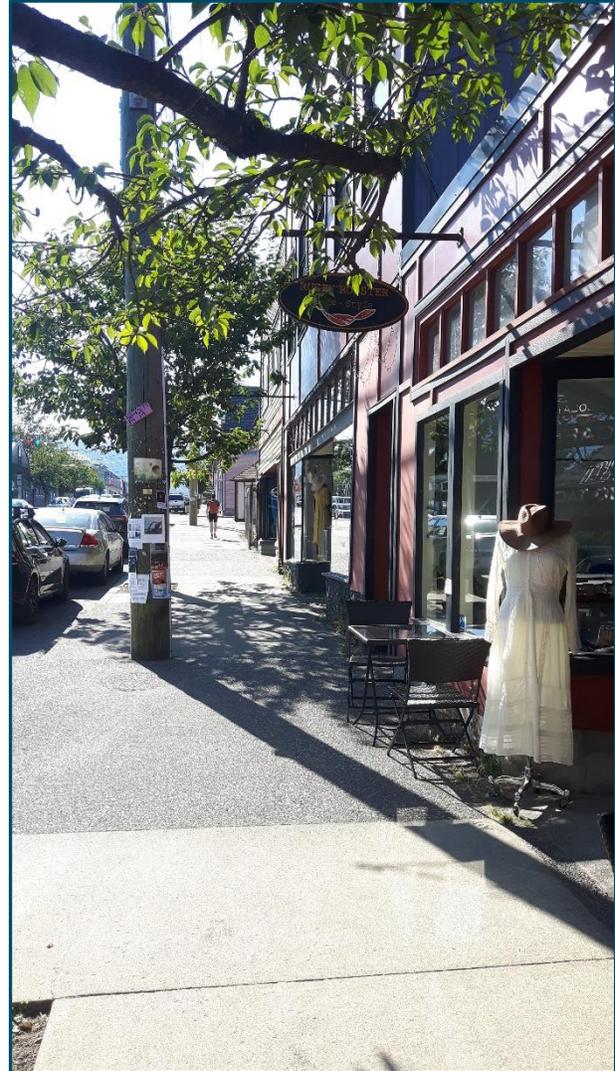
## Introduction

The Village's Official Community Plan (OCP) outlines the long-term vision for the community and sets out objectives and policies to guide planning and land use management in the community.

The existing OCP dates back to 2014 and while the Plan has served the community well with many of the policies continuing to be relevant, new issues have emerged over the past decade that need to be addressed through new or updated policy.

The data underlying the OCP is also in need of an update. The 2014 OCP was based on the 2011 Canada census, 2013 BC Statistics growth projections, and 2003 to 2013 Village building permit trends. The new OCP will be informed by 2021 census data, building and development permit trends since the last OCP review, the recently completed regional greenhouse gas emissions inventory, and mapping analyses.

The OCP review process is also an opportunity to connect with the community and ensure that the guiding vision and policies in the updated OCP reflect residents' collective vision for Cumberland.



## Level of Engagement

The International Association of Public Participation (IAP2) has developed a public participation spectrum to assist with selecting the level of participation that defines the public's role and the consulting organization's commitment to the public. The engagement activities of the 2023-2024 OCP review will invite the public to participate at the consult, involve and collaborate levels, as per figure 1 below.



## IAP2 Spectrum of Public Participation

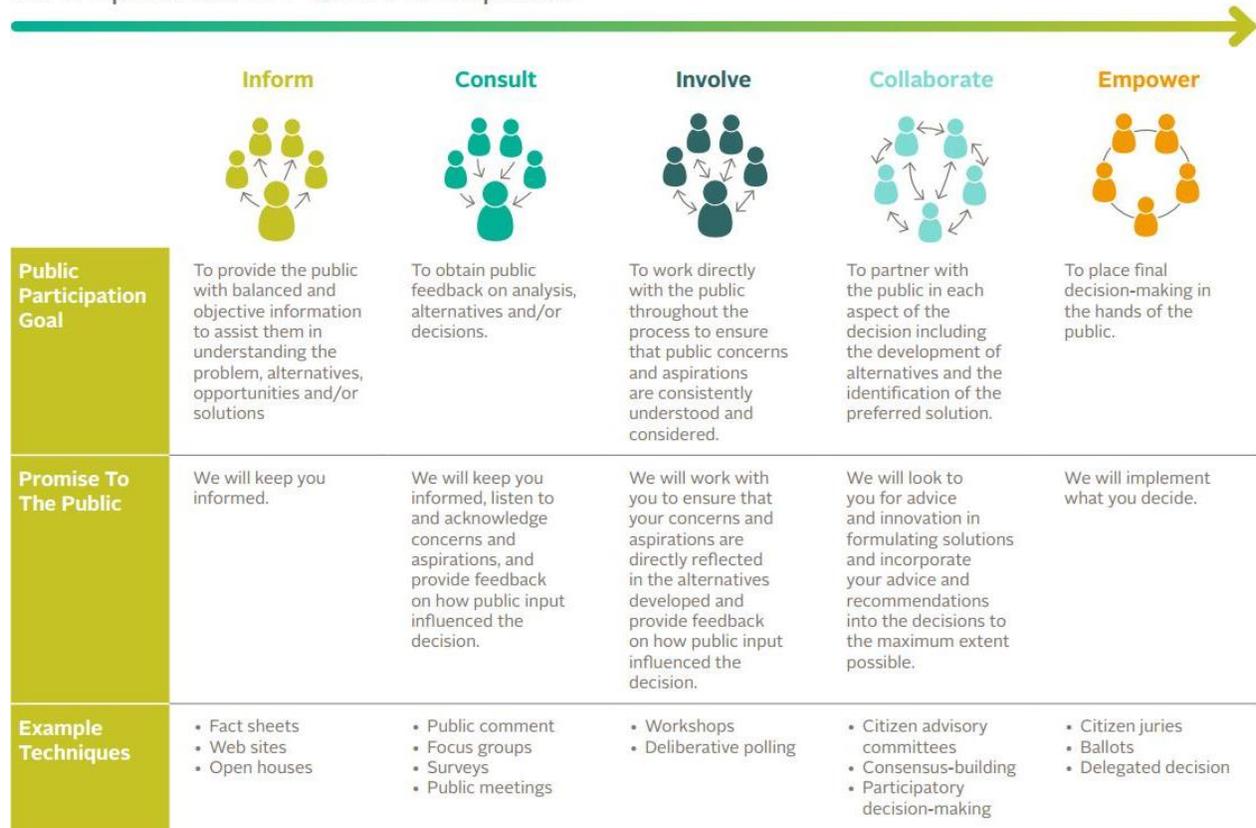


Figure 1: Public Participation Levels, adapted from IAP2, Canada by BC Patient Voices Network

## Participants

Cumberland’s “public” includes many different voices and stakeholder groups such as residents of different backgrounds and ages, home owners and renters, business owners, non-profit societies and advocacy groups and schools. The OCP review will seek to engage a wide diversity of individuals and groups in the community to bring to bear different knowledge, expertise and perspectives on the topics to be explored, including climate change, housing, economic development, transportation, protection of the natural environment, and community well-being to name but a few.

## K’ómoks Engagement

Integrating the vision and priorities for a community must include the perspectives and knowledge of the local indigenous population who occupied and stewarded the land long before the settlers arrived.

The Village has kept the K’ómoks informed about plans to update the OCP over the past two years. K’ómoks Council and staff will be invited early on in the OCP review process to meet to identify their areas of interest and how they wish to be involved in



the review and kept up to date. Engagement will continue throughout the process and include in-person and on-line meetings to meet the needs of K'ómoks Council and band members.

## Process Overview

The OCP review will include three public engagement phases. Phase 1 will focus on developing a vision and key principles for the OCP and identifying hot topics. Phase 2 will explore growth scenarios and OCP topics in depth with the public. Phase 3 will present policy options and recommendations based on phases 1 and 2 for review and further discussion. Phase 4 will be the formal bylaw review process and provide opportunity for public comment on the OCP bylaw and a public hearing.

The Advisory Planning Commission (APC) will have a key role in the process, participating in engagement activities and working with staff to analyze the public input received. Depending on their availability, APC members may also host pop-up tables at public events.

Council will receive a summary report of public engagement activities after each of the first three phases for review and discussion.

The following reviews the engagement phases and bylaw adoption process and the role of the APC in greater detail.

## Engagement Phases

The specific engagement activities in each of the phases may be adjusted in response to needs identified as the review unfolds and to ensure participation from different populations and sectors. The following provides a broad overview.

### Phase 1: Vision and Hot Topics (May – Aug 2023)

- Outdoor street event to engage residents in identifying what they value about Cumberland and want to see amplified and what their long-term vision is for their community. This event will be hosted in collaboration with the consulting team working on the Transportation Master Plan for the Village (more below).
- On-line survey for those who are not able to participate in the outdoor event
- Public input analysis and topic exploration with APC (2 - 3 meetings)
- Summary report to Council.

### Phase 2: Topic Exploration to Identify Goals and Policies (Sep - Dec 2023)

- Share community profile (see “Communications” below) and input received from phase 1 engagement through communications channels, factsheets and/or poster boards at public events.



- World Cafés (rotating discussion groups)- on key topics/policy areas and growth scenarios
- Walking Tours (by registration) to discuss environmental and Village character topics, e.g. What is Cumberland’s “character”, how do we enhance character of neighbourhoods, how do we enhance protection of the natural environment, etc.
- Youth engagement – targeted outreach, in-class activities, contests
- Topic-specific Council Committee workshops
- On-line survey
- On-line discussion forums on key topics
- Public input analysis with APC and development of options and preliminary recommendations (2-3 meetings)
- Summary report to Council.

### **Phase 3: Review of Options and Recommendations (Feb. – May 2024)**

- Open house and on-line meetings – share engagement summary to date, options and recommendations for OCP update for discussion and feedback
- Topic-specific Council Committee workshops
- On-line survey
- On-line discussion forum on options and recommendations
- Public input analysis with APC and recommendations for draft bylaw (2-3 meetings)
- Summary report to Council.

### **Phase 4: Draft Bylaw and Public Hearing (Jun. - Nov. 2024)**

- Draft bylaw online for comment
- Referral of bylaw to the K’ómoks, other local governments and senior government agencies for comment
- Public Hearing (Sep./Oct.)

The Phase 4 public engagement opportunities are integrated and part of the formal local government bylaw review process where Council gives readings to a bylaw, holds a public hearing on the bylaw, may direct last changes to the bylaw and, finally, adopts the bylaw.



## Advisory Planning Commission Role

The role of the APC will be to:

- Participate in and promote community engagement activities
- Work with staff to review and reflect on public input to guide next steps in the OCP review.
- Identify opportunities and issues
- Review and comment on draft policies
- Make recommendations to Council.

The OCP review will require additional APC meetings outside of the typical monthly schedule with an estimated 2-3 meetings in each of phases 1-3.

## Integration with other Processes

### Transportation Master Plan

Concurrently with the OCP review, the Village is updating its Transportation Master Plan. Staff are working with the consulting team for that planning process to coordinate messaging and public engagement events.

The first public engagement event for the OCP review, the outdoor street event, will be held together with the first public event for the Transportation Master Plan. The event will include visioning activities for the OCP Review as well as a tactical urbanism activity on street design for the Transportation Master Plan.

### Regional Greenhouse Gas Emissions Inventory and Climate Action Plan

The Comox Valley Regional District is leading the completion of a regional greenhouse gas emissions inventory and development of a climate action plan. The inventory includes information specific to Cumberland and the climate action plan will also include both regional and municipality-specific actions to achieve reductions in greenhouse gas emissions. Village of Cumberland staff are participating in these regional initiatives. The greenhouse gas emissions inventory information and climate action plan will be integrated into the OCP and shape OCP policies on climate change.

## Communications

Communications will include:

- Development of an OCP tagline and graphic identity
- Dedicated OCP webpages including on-line survey tool, discussion forum and repository for background documents



- On-line registration to receive notification about new posts on the OCP webpages and upcoming events.
- Community profile newsletter (paper and online) with statistics about the community
- Village email newsletter
- Ads in local media

Communications will provide information on:

- Reason and purpose of the OCP review
- What an OCP is and does why it is important
- A community profile with key statistics such as demographics, owner and renter households, housing need, employment, industries, and greenhouse gas emissions.
- Background information on OCP topics
- Ways to have input

All background information produced, staff reports to Council and engagement summaries will be posted on the OCP website.



# Schedule

