



**Official Community Plan (OCP) Advisory Committee
Wednesday, November 25, 2020 at 10:00 a.m.
Electronic Meeting via Microsoft Teams**

MINUTES

Committee Members Present:

Norman Amirault
Terry Cristall
Ellen Lewers
Linda MacMillan
Siomonn Pulla
Helen Ritts
Councillor Al Beddows
Ellen Lewers

Staff:

Matthew Pawlow, Director of Planning
Katherine Lesyshen, Senior Planner
Sarah Temple, Corporate Services Assistant

ITEM

1. Call to Order

Councillor Beddows called the meeting to order at 10:01 a.m.

2. Ministerial Order M192

MOVED BY: AI

THAT the Committee is holding this meeting without members of the public in attendance, in accordance with Ministerial Order M192, as Council Chambers does not have the capacity to safely accommodate the unknown number of public participants wishing to attend; and

THAT the Committee is committed to ensuring openness, transparency, accessibility, and accountability through the submission of written comment, and the provision of opportunity to participate as a pre-registered participant in the electronic meeting.

CARRIED UNANIMOUSLY

3. Approval of the Agenda

MOVED BY: Steve Grundy

THAT the agenda of the November 25, 2020 meeting of the OCP Advisory Committee be approved as circulated.

CARRIED UNANIMOUSLY

4. Adoption of Minutes

MOVED BY: Linda

THAT the minutes of the October 22, 2020 meeting of the OCP Advisory Committee be adopted as circulated.

CARRIED UNANIMOUSLY

5. Presentation from DIALOG

- “What we heard” report, summarizing first round of engagement

Introduction of Emily Rennalls

Lucas Ozols-Mongeau gave an overview the first round of engagement and the “What we heard” report, as follows:

- Review of project timeline

Stakeholder workshops.

- Online survey, print survey, youth survey, pop-up engagements, targeted stakeholders over 500 voices plus community sounding boards (can't be quantified – but 800 stickies)
- Some under representation in single parent families, indigenous voices, other areas – will need

Key themes (get summary slide)

- Eco resilience, recreation, views
- Develop local economy
- Housing options and diversity
- Traffic congestion and safety, safe cycling and pedestrian connections (can help solve one another)
- Age in place
- Renewed relationship with waterfront, improve public access, connect shops and services. Concern with privatization of waterfront.
- Places for children and youth (engagement still underway for this demographic, so not yet included in engagement summary.
- Compassion and Climate Action lens.
- Stakeholder workshop said these things have been said before, how do we “make it work”. Vision can be tied to implementation.
-

Committee discussion (do these resonate, are these complete):

- Strong voice in one stakeholder workshop to stop all growth.
- Finding industrial land – was voiced. Also retail, small business. Tying with growing local economy with skills that are present in Sooke today.
- Infrastructure needs to catch up.
- Local employment, value added, farm, forest, manufacturing.
- Burial sites and places for urns, land use issue should be considered.
- Not covering waterfront with tall buildings. Talk about building into landscape.
- Bowling alley was a big thing with last OCP. Interesting it was raised by youth.
- Concern with survey questions and limited questions.
- These are broad brush strokes, will get into nitty-gritty later.

Engagement summary includes details and appendix with verbatim comments. Emily is presenting themes, things we've heard time and time again across all engagement methods. These are big takeaways.

- Encourage reading old OCP comments, line up with what we are hearing today.
- Over 50% of working population leaves Sooke for work. Heard more like 70%.
- Agriculture, farming, food security didn't raise to top. Heard a lot in workshops, less so in broader engagement. Do see as part of local economy theme. May want to rise up to higher theme, here a lot.
- T'Sou-ke nation, truth and reconciliation should fit into OCP. Consultants met with T'Souke to talk about how to participate. Will modify a survey to send to their community members.

6. Emerging Vision and Goals

Jennifer and Lucas gave an overview of emerging goals and conversation starters.

1. Mobilize to address climate emergency head on. Achieve Net zero emissions by 2050.
2. Strengthen the "town" in Sooke's small town character. (Urban and vibrant, town more town and country more country. Protect natural areas. Growth in established growth areas.)
3. Bolster the town centre, the bustling heart of Sooke.
4. Protect and connect with the waterfront. The soul of Sooke. Keep it public.
5. Protect ecosystems, habitats, and natural areas. Create opportunities to spend more time with them.
6. Keep Sooke affordable. Provide housing choices for all.
7. Reduce car dependency and offer more transportation choices, with priority given to walking, cycling and transit use.
8. Support existing and new local businesses, and foster green economic development that respects the limits of growth.
9. Create a safe and resilient community for all. (welcoming and inclusive to all genders, abilities etc.)
10. Support and enjoy local food. (inc. value add and processing etc.)
11. Create green infrastructure that is both high-performing and delightful.
12. Treat streets like the places they are. In other words, streets are for public use.
13. Recognize the urgent need to respect and promote the inherent right of indigenous peoples, including their rights to the land, territories, and resources. (Sooke is on unceded territory)

Are these resonating? Is this what you've heard? Are these the directions you think we need to move?

Discussion:

- 13 goals are a lot. Hard to keep your eye on 13. More like 3

big goals with each one having 3 subgoals. Many of these are connected and could be subsumed with one another. Is there a way to workshop those goals into something more manageable and tight.

- Jennifer, hope is to collapse them. Want to include them here so they aren't lost. Needs to be a cap on the number. Ecological resilience could capture a lot of them, equity could capture others. If committee members have ideas on how to organize, please share.
- Consultants will work on consolidating. If members have specific ideas, please email. Will come back to committee once organized.
- Parallel between themes and goals. 8 themes could they be used as guide to collapse 13 goals.
- Survey refinement suggestions can be emailed.

How can we reach underreached – single family, low income. Committee ideas.

- Norman called all waterfront businesses/institutions. Not one of them was aware of what we were doing. Somehow tourist associations and business association info didn't filter down. More legwork? Staff has sent things out to groups. But individuals within groups have been missed.
- Individual phone calls can extend reach. Christina new communications staff is building relationships as she onboards. Build contact list. Please share contact info.
- Legwork – have to talk to individual people.
- More public places with sticky boards.
- Personal contact.
- Would be great to put three committee members at a physical location in town at a coffee shop. That's COVID and its hard.
- Maybe phone calls. Everyone is consumed by big news. COVID, American election etc.
- Council and Mayor are filters for information. Have they had an opportunity to make sure that what we are hearing is what they hear.
- Should committee meet with Council? AI – these themes aren't surprising. Maybe better to bring OCP committee up to speed on upcoming infrastructure? AI will talk to staff about this idea.
- Can introduce this idea to Council. Sarah to get this idea on Council agenda.
- Can we put our emails, phone numbers, faces made public? Open committee members up to public for direct communication.
- Effectiveness of communications toolkit. Put together by Christina and shared with committee via email in October. Some committee members shared it. Even people who are engaged don't necessarily complete.
- Desire for committee members to engage directly with members of the public.
- Toolkit was fine. Trouble getting people to participate. We surround ourselves by like-minded people and we are trying to engage the hard to reach. Not concentrating on the hard to reach somehow.
- Not an either/or, its an and approach.
- Extensive list of contacts. Can we resend to identified groups? With caveat saying that information isn't being filtered down. A reminder to lead groups.

- Have greater project awareness now – going back to public with tangibles. Not as open-ended, an opportunity to comment on tangible. Things. Can go back.
- Less focus on “picture sooke” brand, is confusing.
- AI, Rotary sends out business directory to every household in Sooke. Is there value in putting something in the plastic bag they are delivered in?
- Easy, wide-spread. Probably v. inexpensive.
- Some feedback that people don’t use it.
- Tourism seems underrepresented in survey responses.
- Seems like we have to approach people rather than wait for them to approach us.
- When gaps identified in demographics, sometimes continuing the same process doesn’t fill those gaps, or if you are just getting more of the same. Is survey the best way to reach these people? More qualitative approaches.
- Insert into book advertising survey might not meet the goal of filling gaps. More targeted, not continued broad ideas.
- Barrier of people’s time – some techniques can be used to compensate people for their time and expertise. Consultants will workshop focus groups.
- Service groups – Sooke Family Resource Society. If we could get a list of the groups we are needing to connect with, individual committee members could reach out.
- Can put up more boards where people gather.
- Need to have more business as an overarching goals. What are needs to encourage small businesses. What do they need?
- Major housing developments coming forward. Will be surprising people.
- Consultants to distribute slide with 13 goals to committee.
- Can we have board with one member at the grocery stores? (great way to get input from passers-by, not looking to engage in upcoming weeks, but next phase if its safe that would be a great way to get engagement. If a person is physically there, get more feedback. Strength and success in in-person and pop-ups. Need to mitigate contact right now though. Not put ourselves in positions to increase contact with people. Look at in New Year)
- AI will take back to Council to come up with an idea on how to connect with them (i.e. delegation)

Next steps:

- Further feedback by email.
- Collapse goals and bring back.
- More and different opportunities to reach others.
- Staff and consultants to give list of where a more personal touch is needed, get committee volunteers to make contact.

7. Q&A

Committee discussion:

- None.

Public Input:

There were no comments or questions from members of the public.

8. Adjournment

MOVED BY: Terry Cristall

THAT the November 25, 2020 Official Community Plan Advisory
Committee meeting be adjourned at 11:28 a.m.

CARRIED UNANIMOUSLY

Chair

Recorder