



COMMUNITY ENGAGEMENT STRATEGY

Anmore Ioco Lands



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WHY WE WILL BE ENGAGING

CONTEXT

Gilic Developments has initiated the process for a new 50-acre development (Burrard Commons) which would be the first phase in development of the 150-acre Ioco Lands located in the southwest corner of the Village of Anmore. If approved and built, this would be Anmore's first multi-family and mixed-use development, which means it represents a major shift in overall community development and in urban form from what exists today.

In Anmore's Official Community Plan and Metro Vancouver's Regional Growth Strategy, these lands are currently designated Rural, with a Future Study Area overlay intended to project a likely change in uses and densities more reflective of an urban development pattern. Anmore's current Official Community Plan also includes a policy section outlining high-level expectations for any future project.

Gilic submitted its OCP amendment application in July and presented it to Council on November 19, 2019. The next critical steps in the OCP amendment process include public engagement to inform the entire community about the development application, to consult with Anmore residents on their dreams, desires, and concerns for the Anmore Ioco Lands as a whole, and to gauge their level of support for the proposed development. The Village of Anmore's communication and engagement process will be deliberately independent of the consultation efforts completed to date by Gilic.

Community engagement activities will take place in two clearly defined phases, while communication to inform the community and other key audiences of our activities and findings will be ongoing throughout the development application process. This will be key to successful forward planning and trust building.

OBJECTIVES OF ENGAGEMENT

Public engagement is a crucial component to help us understand the community's existing and possible vision for the future, and to learn what neighbourhood residents and village stakeholders value about the area. Such findings will feed directly into the applicant's technical and design work to show responsiveness to community concerns, priorities, and hopes for the future.

Engagement Objectives

To support the OCP and RGS amendment linked to the Burrard Commons development application, the engagement process will deliver the following:

AWARENESS & UNDERSTANDING

- **Raise broad awareness** of the planning process and development application;
- **Provide clear information** about the process as well as key issues and opportunities;
- **Build a shared understanding** of what the development might mean for the Village of Anmore; and
- **Invite broad participation in our engagement activities.**

CONFIRM & SUPPLEMENT

- **Organize our engagement effort and activities around a set of key topics/themes** for meaningful engagement with the public;

- **Confirm Gilic's public engagement findings** to measure community appetite and ensure application is reflective of the full range of resident desires; and,
- **Gather additional feedback on key topics** related to the rest of the Ioco Lands and unresolved items in the application that will help its completeness.

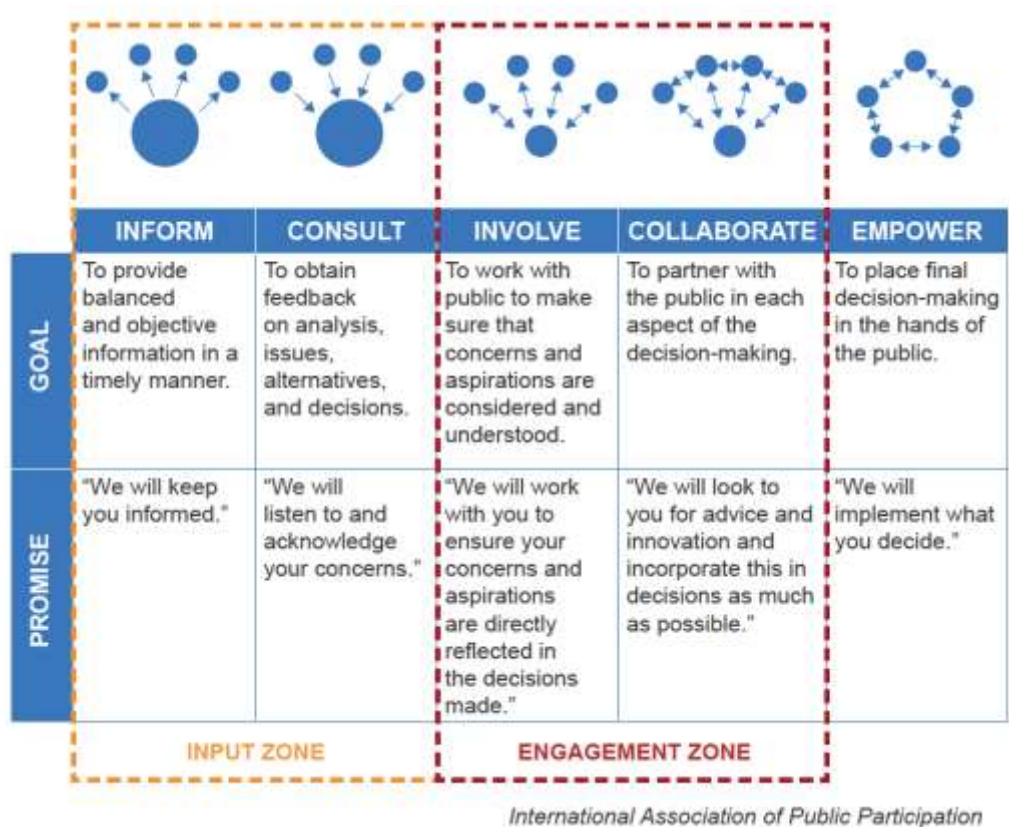
PROCESS & ACCOUNTABILITY

- **Document our process with clear and transparent information** about what we did, who participated, what we heard through engagement activities, and how input will or will not be incorporated in the Neighbourhood Plan; and,
- **Communicate this effectively and thoroughly throughout the engagement process**, taking pains to ensure that all who should be involved have ample opportunity hear findings and results and to understand next steps.

WHAT WE WILL ENGAGE ON

LEVEL OF ENGAGEMENT

The International Association of Public Participation’s (IAP2) Spectrum of Participation recognizes that not every project requires the same level of participation. To ensure an authentic and transparent process, it is important to be clear about our ‘promise to the public’. This covers what we are engaging on, how we are engaging, and how people’s input will be used to influence the process.



This Engagement Strategy simplifies these five possible columns/categories into two zones, what MODUS calls the ‘input zone’ and the ‘engagement zone’.

Based on the scale, level of impact, complexity and target timeline of this project, this strategy will largely fall within the range of the “input zone” of informing and consulting with residents. The strategy will also connect with senior levels of government (i.e. Metro Vancouver) and government agencies (i.e. Translink) within the “engagement zone” of involving and collaborating.

It is also important to recognize that public and stakeholder engagement is only one stream of influence on the project. The development of Anmore's Ioco Lands will also be influenced by technical design constraints and be accountable to the Village's OCP and ultimately approval by Council.



Taken together, this sets a goal for working with the public throughout the process to ensure their concerns and aspirations are understood and considered. The proponent will be provided this information in an effort to directly reflect these concerns and aspirations in a refined plan for the Ioco Lands. The Village along with MODUS will be tasked with updating the Official Community Plan with policies that aim to guide the development in a way that best represents the public interest.

WHO WE WILL ENGAGE WITH

This process will seek to involve a broad range of community members and stakeholders to ensure a diversity of views and interests are represented. We will identify categories of people to reach, known as “target audiences” and then communicate and engage with them consistently over the life of the project. While we seek and will use broad input, those most directly affected by such an application are often given more focus in such an engagement effort and that will likely apply here.

TARGET AUDIENCES

Anmore Residents

Likely to be concerned about impacts on roads and services, community character, costs being fairly borne between municipality and developer, impacts of construction, habitat and recreation.

Metro Vancouver

This agency needs to be kept up to date on our plans and activities as well as expected dates for submission of revised application. The project team will maintain close communication, especially in terms of reporting out from engagement and application development steps.

Council

Working with Anmore’s Council will be a key success factor. Ensuring regular check-ins and updates on the process will help keep their expectations aligned with realistic timelines and outcomes.

TransLink

Metro Vancouver’s transportation agency is central to the proposed development’s functionality and livability. A large-scale project of this type will require significant dialogue and engagement with TransLink.

Port Moody

Recognizing this project’s impact on Port Moody’s transportation system, discussions with Port Moody staff and Council will be key.

HOW WE WILL ENGAGE

ROUND 1 – BIG LANDS, BIG VISION

As a first step in the engagement process, Round 1 will focus on introducing the extent of the lands being considered for an OCP and RGS amendment and it will articulate the type of information being sought from the applicant and the studies being conducted by the Village. Presenting this will ensure the public is briefed on the major issues surrounding the development application and assure them Council is exercising their due diligence. Building this understanding will provide a foundation and a differentiation for the rest of our work.

Engagement activities and events will focus on gaining insights from the public on high-level topics such as their key issues, suitable planning principles, and what would help make Anmore become a more complete and livable community. This will also be an opportunity to confirm the findings from Gilic's own engagement process, including an emerging vision and goal statements. Finally, it will be an opportunity for residents to express initial concerns about the application and the development of the loco lands.

The results of this first round of engagement will be summarized in a detailed and highly visual public-facing report, and will directly inform the Village of Anmore's negotiations with the proponent regarding any changes that may be needed in the development application. After such changes are made, the updated application may then be submitted and presented to Council for 1st Reading at the Village of Anmore's April 7th Council Meeting.

ROUND 1 ACTIVITY: ONLINE SURVEY

Summary: An online survey will be designed to garner input on community desires and vision for the loco Lands, and to hear from the public on the results from Gilic's initial engagement efforts. It will be clear and succinct, and will take 5-10 minutes to complete, while including a limited number of open-ended questions for respondents with more detailed input to provide.

- **Invited Stakeholders:** Public
- **Level of Engagement:** The online survey serves the "Consult" level of the IAP2 Spectrum engagement scale
- **Outputs:** Data and comments will be coded and summarized in a Round 1 Engagement Report.
- **Outcomes:** Those who don't tend to participate in planning projects will have a quick, easy, and accessible way to voice their opinions; those who cannot make our events due to travel, work or other schedule issues can have an easy and timely way to participate.

ROUND 1 ACTIVITY: OPEN HOUSE #1 & OPEN HOUSE #2

Summary: These two initial open houses will be an opportunity to present background information on the loco Lands and invite the public to comment on key topics and raise concerns, while also imagining the best possible future. It will also be an opportunity to confirm the vision and principles outlined in Gilic's Burrard Commons development application.

- **Invited Stakeholders:** Public
- **Level of Engagement:** The open house will be held at a level associated with the "Consult" scale in the IAP2 Spectrum.

- **Outputs:** Once the open houses are complete, we will have a snapshot of the community's ideas/concerns for the for the Ioco Lands, a sense of the emerging vision, and its similarity/contrast to Gilic's vision and principles for Burrard Commons.
- **Outcomes:** The public will feel engaged with the process and will have been given the opportunity to shape the development application through their feedback at the open houses. It will also provide us with a first test of the public's appetite for big change in the community. The results of engagement activities at the open houses will be summarized in a Round 1 Engagement Report (that will also fold in online survey results/comments).

ROUND 2 – BIG CHANGE

As the second step in the engagement process for amending the OCP and the RGS, Round 2 will focus on the big changes made to the development application and the results of several technical studies. Activities and events will seek to inform residents of what has been studied in relation to the application and what has changed to respond to and suit community needs and desires. This will showcase how feedback from Round 1 was integrated into the application, allowing us to then and gauge general community appetite for the updated proposal. Reporting out on the results of this round of engagement will provide a final opportunity to refine the development application before Council gives it 2nd reading at a potential May 19, 2020 Council Meeting.

ROUND 2 ACTIVITY: OPEN HOUSE #3

Summary: This third and final open house will give residents an overview of changes made to the application and test the community's support for the updated development proposal. It will also briefly profile engagement activities and findings to date.

- **Invited Stakeholders:** Public
- **Level of Engagement:** The open house will be held at a level associated with the "Consult" scale in the IAP2 Spectrum.
- **Outputs:** Once this open house is complete, we will have a snapshot of general community support for the development application.
- **Outcomes:** The public will understand how their feedback helped shape the application and will be properly informed on how this transformational project will impact their community.

HOW WE WILL NOTIFY

These are the methods we intend on employing to ensure Village of Anmore residents are aware of and informed on the process and various engagement activities.

MAILOUT

A mailout is planned to be distributed to all Village of Anmore households in early February to provide background information about the Anmore Ioco Lands and proposed Burrard Commons development, and to advertise the online survey and two open houses as part of the first round of engagement activities.

EMAIL BLAST/NEWSLETTER

Information about opportunities to participate in the upcoming engagement will be sent out via Anmore's notification emails and in the *Community News* newsletter.

ROAD SIGNS

To inform residents on the time, date, and location of open houses, road signs can be placed along major transportation corridors like 1st Ave, Sunnyside Rd, and East Rd.

SOCIAL MEDIA

The Village of Anmore can further communicate important information related to engagement activities through its social media channels on Twitter and Facebook, and posts on community Facebook pages.