

NEWS RELEASE

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City wins IAP2 award for visual engagement used throughout ReImagine Nanaimo

Summary

ReImagine Nanaimo, the engagement process that led to the City's new official community plan, City Plan - Nanaimo ReImagined, has been recognized for the way it encouraged residents to participate from 2019 to 2022. The City received the Visual Engagement Award at the International Association of Public Participation's (IAP2) Core Values Awards. This award was presented at the recent IAP2 North American Conference in Seattle, Washington.

The Core Values Awards are presented each year to give credit to the best projects in public engagement, and the Visual Engagement Award is given to a project that demonstrates the best engagement, the best materials to support informed participation, and the best report on the contributions and impact the public's participation had on the outcome.

Embracing the IAP2 principles and core values allowed this project to achieve record-breaking community response rates, engaging new voices and employing diverse outreach strategies, despite the effects and restrictions of a global pandemic. It showcased the power of visual engagement and creative communication in making public participation truly meaningful.

Working with LANARC, a local planning and engagement firm, the City used effective branding, highly visual engagement tools such as social media videos, a creative community contest to share feedback using art and poetry and virtual meetings.

[Watch the video](#) produced for this award.

Strategic Link: ReImagine Nanaimo and the new City Plan: Nanaimo ReImagined reflect Council's commitment to communicate with the public and lead with excellence.

Key Points

- ReImagine Nanaimo, the engagement process behind City Plan - Nanaimo ReImagined, has been recognized for the way it encouraged residents to participate from 2019 to 2022.
- Working with LANARC, a local planning and engagement firm, the City used effective branding, highly visual engagement tools such as social media videos, a creative community contest to share feedback using art and poetry and virtual meetings.

Quotes

"ReImagine Nanaimo was a monumental engagement process, and our goal to have the campaign cross paths with absolutely everyone within Nanaimo's community was ambitious and successful! By connecting with Nanaimo, listening closely, and learning about the direction our residents would like to grow in, we gained insight that will truly guide our expenditures, projects and programs for the next 25 years."

Leonard Krog
Mayor
City of Nanaimo

Quick Facts

- Established in 2011, IAP2 Canada (www.iap2canada.ca) is an affiliate of the worldwide IAP2 Federation, is dedicated to the principle that people affected by a decision have a right to be involved in that decision, in some way, from beginning to end, and supports practitioners who are trained in making that happen.
- IAP2 Canada also advocates for greater public involvement and provides an internationally-recognized certification process, which ensures that practitioners maintain the highest standards.

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