


CITY OF NANAIMO
THE HARBOUR CITY

REIMAGINE NANAIMO – Phase 1 Engagement Status Update 2020-NOV-23



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What is in
**REIMAGINE
NANAIMO?**



OCP Update



Parks, Rec &
Culture Plan
Update



Active
Transportation
Plan



Climate Action
Plan



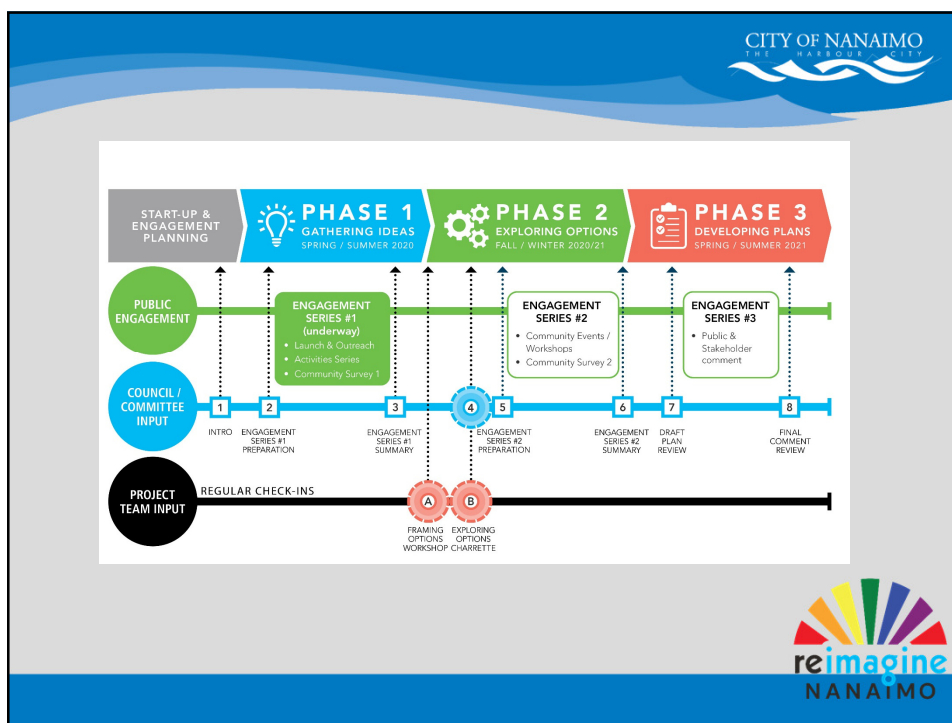
Economic
Development
Plan



Water Supply
Strategic Plan

2





KEY Updates since Nov 09

Accessible Survey Launched!

- Lower barrier survey available on website and shared directly with Literacy Nanaimo, Multicultural Association, ACAI and others

Statistically Valid Survey Results

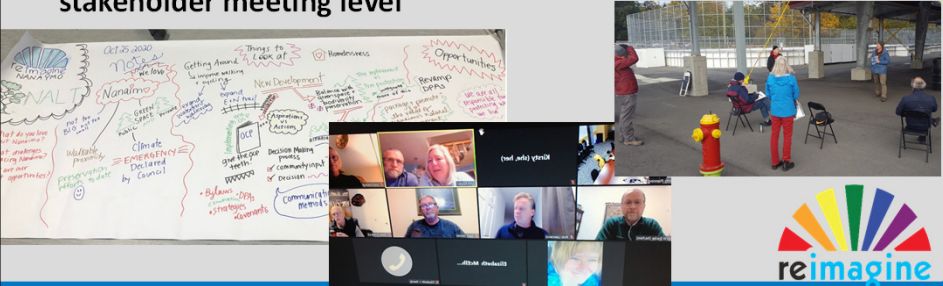
- 425+ surveys received from throughout the community with proportional geographical reach



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Stakeholder Outreach Meetings -

- Staff continue to meet with a variety of neighbourhood and community serving organizations, often organized across multiple departments (e.g. PRC/Transportation/Environment)
- Anticipate that over 100+ groups will be engaged at the stakeholder meeting level





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Analytics for Reimagine Nanaimo Website

getinvolvednanaimo.ca/reimagine-nanaimo

Metric	2020-Sep-18	2020-Oct-19	2020-Oct-29	2020-Nov-09	2020-Nov-23
Total Visits	5,200	8,100	9,500	11,700	13,000
Total Registered	671	1,100	1,100	1,100	1,100
Participated in Surveys	700	1,060	1,321	1,833	2,189
Stories Submissions	7	7	8	9	11
Ideas Contributors	44	56	57	59	63
Community Map Posts	167	170	190	213	241


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Social Media Campaign				
Metric	2020-Sep-18	2020-Oct-19	2020-Oct-28	2020-Nov-09
Facebook posts	37	56	61	67
Facebook views/Scroll by	101,729	174,482	186,900	202,768
Facebook liked/commented	5,775	9,011	9,948	11,200
Instagram views	8 posts with 1,316 views and likes	10 posts, with 2,428 views and likes, and 33 Instagram stories	11 posts with 3,806 views and likes	12 posts with 5,059 views and likes and 42 Instagram stories
Twitter tweets	37	46	53	56
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Shopping Centre Pop-ups: Six mall pop-ups complete & two to go!	
Country Club Mall – November 21 st	
Woodgrove Mall – November 28 th	
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Creative Community Contest



Drawing Credit: Sophie Chernykh

- Invitation for people to share their inspiration for a future Nanaimo – their own way
- All ages and interests
- Through Phase 1 engagement
- Prize offered through a draw

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Traditional Advertising



Extension of

- Direct Mailout Card
- Digital Ads/Social Media




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Next GCP & Questions?

← Shaw Auditorium →



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Hay ch q'a/Thank you