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THE HARBOUR CITY

REIMAGINE NANAIMO – Phase 1 Engagement Status Update

2020-NOV-09

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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

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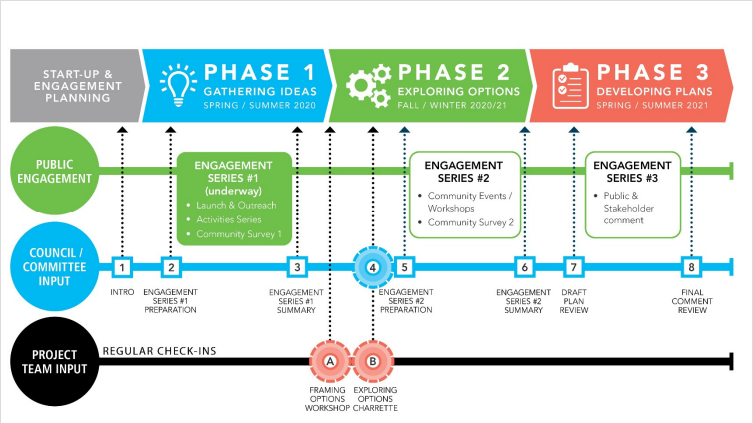

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KEY Updates since Oct 26

Stakeholder Engagements

- Meetings with 9 neighbourhood associations, and numerous user groups/organizations have taken place

Vancouver Island University Partnership:

- New partnership with VIU Community Engagement
- Two streams of outreach through Community Planning students & general student body

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Stakeholder Outreach Meetings -

Community Planning, Parks Recreation and Culture, Transportation, Environment, and Economic Development are currently organizing outreach sessions with local interest groups. Currently, invites for follow up meetings have been sent out to approximately 177 groups.

LOCAL INTEREST GROUPS				
Organization	Phase I Follow Up Invite Sent? (Yes or Blank)	Follow Up Meeting Date	Type of Organization	Point of Contact
7-0 Club	y		Service Group	Community Planning
Abuse Nanaimo	y		Service Club	Community Planning
B.C. Conservation Foundation			Environmental Group	Environment
BC Cycling Coalition			Cycling Group	Transportation
Car Share - Modo			Car Share Cooperative	Transportation
Cleytree	Y	October 1 2020	Service	Community Planning
Departure Bay Streamkeepers			Environmental Group	Environment
Food Security Group - Loaves and Fishes	y	Oct 20, 11 AM-12 PM	Service Group	Community Planning
Food Security Group - Nanaimo Food Share	y		Service Group	Community Planning
Greater Nanaimo Cycling Coalition			Cycling Group	Transportation
Gyro Club of Nanaimo	y		Service Club	Community Planning
Hub City Cycles - Cooperative			Cycling Group	Transportation
Island Crisis Care Society	y		Service Group	Community Planning
John Howard Society	y		Service Group	Community Planning
Kiwanis Club of Nanaimo	y		Service Club	Community Planning
Log Storage Association			Environmental Group	Environment
Master of Planning Program, VIU	y	September 8 2020	Educational Group	Community Planning
Meals on Wheels	y		Service Group	Community Planning
Mid Island Gets Association			Cycling Group	Transportation
Mid Island Community Development Group (MICDG)	y		Community Development	Community Planning
Morrell Nature Sanctuary			Environmental Group	Environment
Nanaimo Aboriginal Society	y		Advocacy Group	Community Planning
Nanaimo Age-Friendly Community	y		Service Group	Community Planning
Nanaimo Area Land Trust			Environmental Group	Environment
Nanaimo Association for Community Living	y	October 1 2020	Service Group	Community Planning
Nanaimo Brain Injury Society	y	Oct 21, 10 AM- 12 PM	Service Group	Community Planning
Nanaimo Community Kitchens	y		Service Group	Community Planning
Nanaimo Family Life Association	y		Service Group	Community Planning
Nanaimo Homeless Coalition - Central and				

PRC Groups						
Mid Island Metis Nation	June				Culture Group	PRC
Nanaimo African Heritage Society	June				Culture Group	PRC
Nanaimo Archives	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Art Gallery	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Arts Council	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Barsoum Dance Society	June/Dance?	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Ceramic Arts	June	YES (October stakeholder session with Culture & Events Team)			Culture Group	PRC
Nanaimo Conservatory of Music	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Heritage Festival	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Historical Society	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo International Jazz Festival	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Military Museum	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Museum	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Nanaimo Quilter Guild	June				Culture Group	PRC
Nanaimo Scottish Country Dancers Association	June				Culture Group	PRC
Opera Nanaimo	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Pacific Coast Stage Company	June	YES (October stakeholder session with Culture & Events Team)			Culture Group	PRC
Port Theatre Society	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Sr'ii/ Kizi' Kagetta - Nanaimo Child Development Centre	June				Culture Group	PRC
TheatreOne	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Vancouver Island Regional Library	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Vancouver Island Short Film Festival	June	YES (October stakeholder session with Culture &			Culture Group	PRC
VI Symphony	June	YES (October stakeholder session with Culture &			Culture Group	PRC
Vrii - The View Gallery / Visual Art Dept /	June	YES (October stakeholder			Culture Group	PRC

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Analytics for Reimagine Nanaimo Website

getinvolvednanaimo.ca/reimagine-nanaimo

Metric	2020-Sep-18	2020-Oct-19	2020-Oct-29
Total Visits	5,200	8,100	9,500
Total Registered	671	1,100	1,100
Participated in Surveys	700	1,060	1,321
Stories Submissions	7	7	8
Ideas Contributors	44	56	57
Community Map Posts	167	170	190

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Social Media Campaign

Metric	2020-Sep-18	2020-Oct-19	2020-Oct-28
Facebook posts	37	56	61
Facebook views/Scroll by	101,729	174,482	186,900
Facebook liked/commented	5,775	9,011	9,948
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
Twitter tweets	37	46	53

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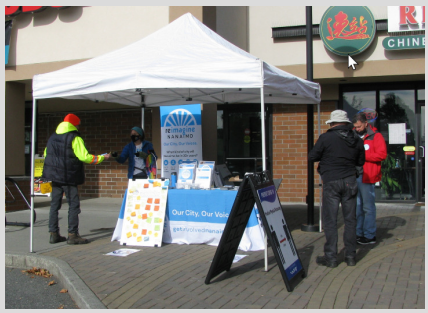
Shopping Centre Pop-ups

- Four mall pop-ups complete
- Additional Noon – 4:00 p.m. pop-ups planned for November 7, 14, 21, 28 – with focus on commercial areas of City not already popped (e.g. Northbrook, Port Place, and South Gate).



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Shopping Centre Pop-ups – North Town Centre Oct 24th

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Shopping Centre Pop-ups – University Village Oct 25th

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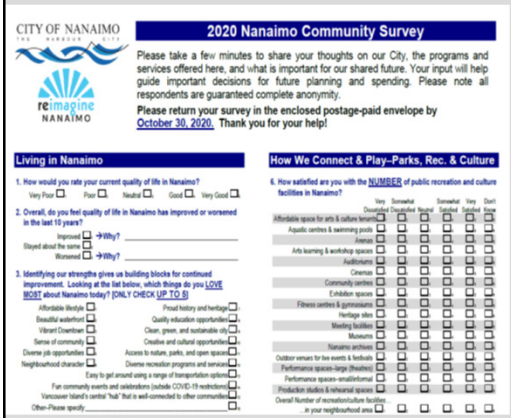
Statistically Valid Survey



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2020 Nanaimo Community Survey

Please take a few minutes to share your thoughts on our City, the programs and services offered here, and what is important for our shared future. Your input will help guide important decisions for future planning and spending. Please note all respondents are guaranteed complete anonymity.

Please return your survey in the enclosed postage-paid envelope by October 30, 2020. Thank you for your help!

Living in Nanaimo

1. How would you rate your current quality of life in Nanaimo?
Very Poor ☐ Poor ☐ Neutral ☐ Good ☐ Very Good ☐

2. Overall, do you feel quality of life in Nanaimo has improved or worsened in the last 10 years?
Improved ☐ →Why? _____
Stayed about the same ☐
Worsened ☐ →Why? _____

3. Identifying our strengths gives us building blocks for continued improvement. Looking at the list below, which things do you LOVE MOST about Nanaimo today? (ONLY CHECK UP TO 5)
Affordable lifestyle ☐
Beautiful waterfront ☐
Vibrant Downtown ☐
Sense of community ☐
Diverse job opportunities ☐
Neighbourhood character ☐
Proud history and heritage ☐
Quality education opportunities ☐
Clean, green, and sustainable city ☐
Creative and cultural opportunities ☐
Access to nature, parks, and open spaces ☐
Diverse recreation programs and services ☐
Easy to get around using a range of transportation options ☐
Fun community events and celebrations (outside COVID-19 restrictions) ☐
Vancouver Island's central "hub" that is well-connected to other communities ☐
Other–Please specify _____ ☐

How We Connect & Play–Parks, Rec. & Culture

6. How satisfied are you with the NUMBER of public recreation and culture facilities in Nanaimo?

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied	Don't Know
Affordable space for arts & culture tenants	☐	☐	☐	☐	☐	☐
Aquatic centres & swimming pools	☐	☐	☐	☐	☐	☐
Arenas	☐	☐	☐	☐	☐	☐
Arts learning & workshop spaces	☐	☐	☐	☐	☐	☐
Auditoriums	☐	☐	☐	☐	☐	☐
Cinemas	☐	☐	☐	☐	☐	☐
Community centres	☐	☐	☐	☐	☐	☐
Exhibition spaces	☐	☐	☐	☐	☐	☐
Fitness centres & gymnasiums	☐	☐	☐	☐	☐	☐
Heritage sites	☐	☐	☐	☐	☐	☐
Meeting facilities	☐	☐	☐	☐	☐	☐
Museums	☐	☐	☐	☐	☐	☐
Nanaimo archives	☐	☐	☐	☐	☐	☐
Outdoor venues for live events & festivals	☐	☐	☐	☐	☐	☐
Performance spaces–large (theatres)	☐	☐	☐	☐	☐	☐
Performance spaces–small/informal	☐	☐	☐	☐	☐	☐
Production studios & rehearsal spaces	☐	☐	☐	☐	☐	☐
Overall Number of recreation/culture facilities in your neighbourhood area	☐	☐	☐	☐	☐	☐

- Surveys mailed out: 2,000
- Return deadline: 2020-Oct-30
- Returned survey target is 500
- Prizes offered for survey completion

Please note: Responses to survey and questionnaires may be impacted by election-related mail outs and communications regarding the BC General Election being held on 2020-Oct-24.

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Drawing Credit: Vada Beauregard

Creative Community Contest

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

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Traditional Advertising

Extension of

- Newspaper Ads
- Radio
- Digital Ads

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