

CITY OF NANAIMO
THE HARBOUR CITY

REIMAGINE NANAIMO – Phase 1 Engagement Status Update 2020-Oct-05

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What is in
REIMAGINE
NANAIMO?



OCP Update



Parks, Rec &
Culture Plan
Update



Active
Transportation
Plan



Climate Action
Plan



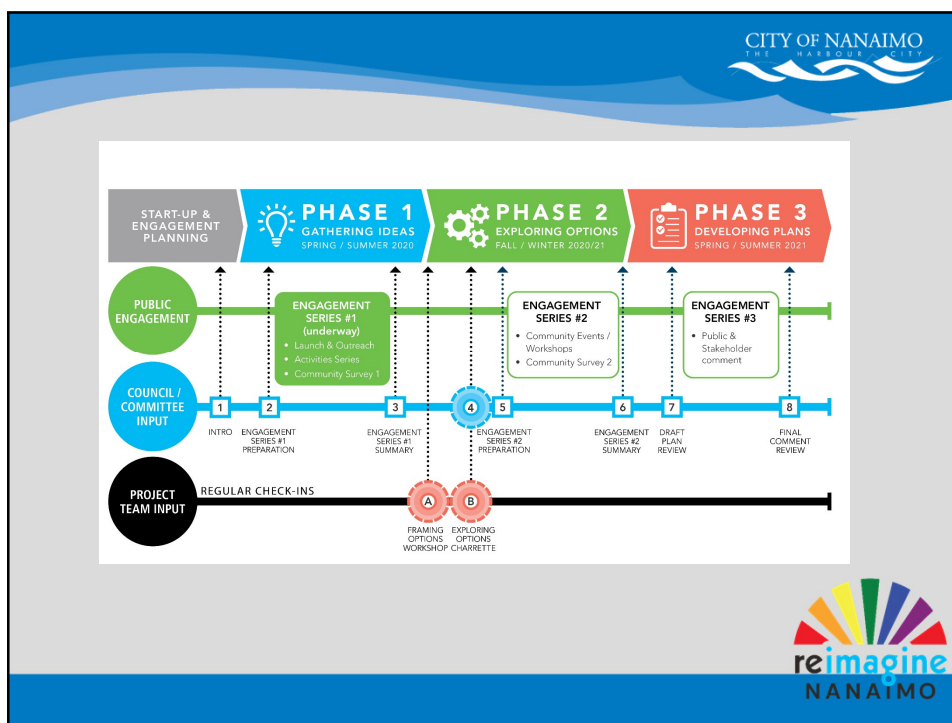
Economic
Development
Plan



Water Supply
Strategic Plan

2

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Week	Topic
1	Introduction & Welcome
2	How We Stay Green & Adapt - our environment
3	How We Connect & Play - our parks, recreation and culture
4	How We Care - inclusivity & accessibility
5	How We Work - our economy & jobs
6	How We Move - our transportation
7	How We Live - our housing
8	Transition

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Everyone has a voice in planning our city.







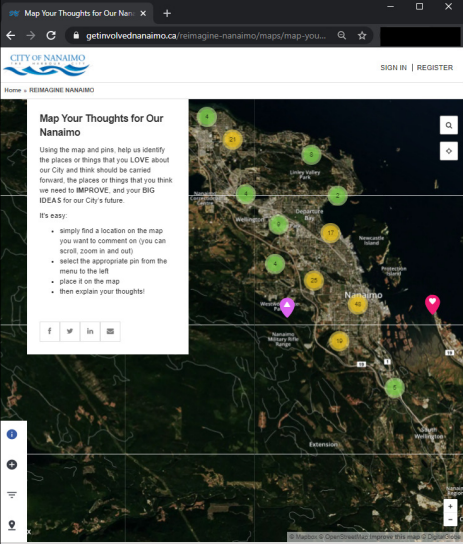
Key Actions: Bang the Table

getinvolvednanaimo.ca/reimagine-nanaimo

Content Posted:

- How to be involved
- Backgrounders
- Survey Questionnaires
- Videos
- Interactive tools - polls, mapping, ideas, stories
- Creative Community Contest
- Kids Activity Book
- New content added regularly







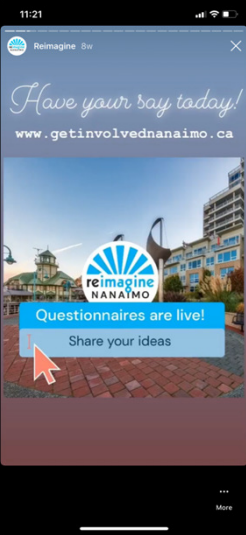
Key Actions: Analytics

getinvolvednanaimo.ca/reimagine-nanaimo

As of 2020-Sep-18:

- Total Visits: 5,200
- Total Registered: 671
- Participated in Surveys: 700
- Stories Submissions: 7
- Ideas Submissions: 44
- Community Map Posts: 167







Key Actions: Social Media Campaign

As of 2020-Sep-18:

- Facebook posts: 37
- Facebook views/Scroll By: 101,729
- Facebook liked/commented: 5,775
- Instagram views: 8 posts with 1,316 views and likes
- Twitter tweets: 37





Key Actions:

In-Person Public Engagement Pop-up Stations

As of 2020-Sep-18:

- 31 pop-up stations
- Involved over 30 staff across the organization





Reimagine Nanaimo Pop Up Tent
Departure Bay
Fri Aug 28, 1:00pm



Reimagine Nanaimo Pop Up Tent
Linley Valley
Thu Aug 27, 3:00pm



Reimagine Nanaimo Pop Up Tent
Beban Park
Wed Aug 26, 2:00pm



Reimagine Nanaimo Pop Up Tent
Departure Bay
Tue Aug 25, 12:30pm

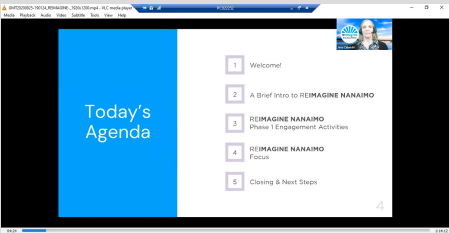
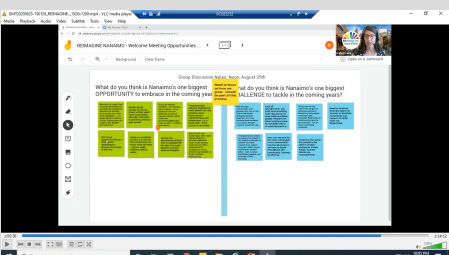




Key Actions:

Community Welcome Meetings

- Community Representative Welcome Meetings: 4
- Held on: August 18 and 25
- Total participants: 89
- Opportunity/challenges identified: 88
- Community representative invite extended







Key Actions:

Community/Stakeholder Outreach

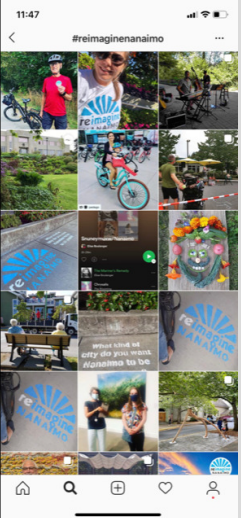
As of 2020-Sep-18:

- Community Representative Interest: 35
- CR Toolkits distributed: 20
- Follow-up sessions (virtual and physical)
- VIU student engagement
- School District #68
- Under-represented groups are a focus





Community/Stakeholder Outreach Response



NanaimoCDC @NanaimoCDC · Aug 7
Register here to participate in REIMAGINE NANAIMO - an opportunity to create a collective vision and road map for our City over the next 10 years and beyond.

REIMAGINE NANAIMO
Our City, Our Voices. REIMAGINE NANAIMO is our opportunity to create a collective vision and road map for our City over the next 10 years and beyond.

Loaves and Fishes @nanaimofoodbank · Aug 31
The City of Nanaimo is looking for community representatives for REIMAGINE NANAIMO. Click the link here if you're interested in signing up to help!

A Call for Community Representatives!
Welcome to a new way for you to stay engaged with the City of Nanaimo and other residents in our ...

Nanaimo Homeless Coalition
Page · 210 likes · Community Service

Aug 17 · REIMAGINE NANAIMO is our opportunity to create a collective vision and road map for our future City. Have your voice heard and improve your community. Share your ideas for improving social equity, inclusivity, and accessibility at: <https://www.getinvolvednanaimo.ca/reimagine...>

Nanaimo Museum
220 likes · Community Museum

Step 1: ...for Nanaimo's future-& needs you! REIMAGINE NANAIMO is an integrated process that will support the creation of several guiding plans through one streamlined engagement process. They want to know what matters most to the community & use these insights to plan, strategize & act. Now is the time to...

School District 68 (Nanaimo-Ladysmith) @sd68bc · Jul 15
@cityofnanaimo looking for input from young people about their community as part of Reimagine #Nanaimo. Students can share their thoughts about what they want their neighbourhood & city to look like in the future. sd68.bc.ca/wp-content/up...

United Way CNVI @UWCVI · Aug 18
What will Nanaimo look like in 20 years? The @cityofnanaimo wants to hear your ideas for improving social equity, inclusivity, & accessibility and ideas for our neighbourhoods today & tomorrow! Learn about Reimagine Nanaimo & take the questionnaire: www.getinvolvednanaimo.ca









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!

Key Actions:

Statistically Valid Survey

- Surveys mailed out: 2,000
- Survey returned deadline: 2020-Oct-30
- Returned survey target is 500
- Prize 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.

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 ☐ → Why? _____

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	☐ Proud history and heritage
☐ Beautiful waterfront	☐ Quality education opportunities
☐ Vibrant Downtown	☐ Clean, green, and sustainable city
☐ Sense of community	☐ Creative and cultural opportunities
☐ Diverse job opportunities	☐ Access to nature, parks, and open spaces
☐ Neighbourhood character	☐ 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

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

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Affordable space for arts & culture tenants	☐	☐	☐	☐	☐
Aquatic centres & swimming pools	☐	☐	☐	☐	☐
Artisan	☐	☐	☐	☐	☐
Arts learning & workshop spaces	☐	☐	☐	☐	☐
Auditoriums	☐	☐	☐	☐	☐
Cinemas	☐	☐	☐	☐	☐
Community centres	☐	☐	☐	☐	☐
Exhibition spaces	☐	☐	☐	☐	☐
Fitness centres & gymsnasiums	☐	☐	☐	☐	☐
Heritage sites	☐	☐	☐	☐	☐
Meeting facilities	☐	☐	☐	☐	☐
Museums	☐	☐	☐	☐	☐
Nanaimo archives	☐	☐	☐	☐	☐
Outdoor venues for live events & festivals	☐	☐	☐	☐	☐
Performance spaces-large (theatres)	☐	☐	☐	☐	☐
Performance spaces-small/intimate	☐	☐	☐	☐	☐
Production studios & rehearsal spaces	☐	☐	☐	☐	☐
Overall Number of recreation/culture facilities in your neighbourhood area	☐	☐	☐	☐	☐





Calling all creatives!

We're going to REIMAGINE NANAIMO our way!

COMING SOON | PRIZES!

ReIMAGINE NANAIMO

Creative Community Contest

watch getinvolvednanaimo.ca for announcements



Key Actions:

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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Key Actions: Promotion Materials Distributed




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Key Actions: Traditional Advertising

- Newspaper Ads (News Bulletin) – 8 weeks (July 22 – September 9)



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Our City, Our Voices.

What kind of city will Nanaimo be in 20+ years?

REIMAGINE NANAIMO is our opportunity to create a common road map for positive change and our City's future.

Not sure the best way to get involved?
Need a printed copy of a questionnaire?
Have a general question?

Call us and we'd be happy to help!

reimagine@nanaimo.ca
getinvolvednanaimo.ca
250-755-4464

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- Nanaimo News Bulletin article – July 29

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Key Actions: Traditional Advertising





- Radio Ads (The Wave/The Wolf):
Mid-September to mid-October - 48 spots total

Radio Spots:

(15 Second)


(30 Second)






Coverage





