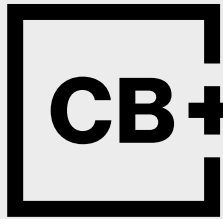


Events Centre Public Engagement

Summary of What We Heard Report

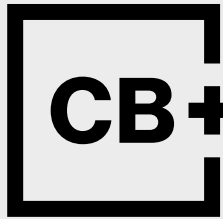
Presentation to Nanaimo City Council

December 19th, 2016



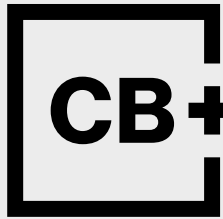
CB+ Introduction

- 26 years of public engagement experience
- Notable recent projects:
 - Edmonton’s Poverty Reduction Stakeholder Engagement
 - City of Edmonton’s Recreation Facility Master Plan
 - Advising Edmonton’s Northlands outreach efforts on major site improvements
 - Design and facilitation of Edmonton’s Downtown Arena consultations



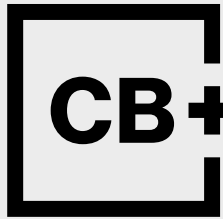
Our Role

- To structure and advise on the opportunities for the public to provide input on the Events Centre
- Collect all input streams
- Reflect that input to the Council faithfully
- Report key insights from the feedback



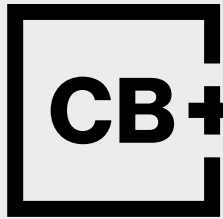
Our Role

- We are not commenting on the viability of the Events Centre
- We are not attempting to validate one perspective or another
- We are providing an impartial reflection and analysis of the feedback



CB+ Engagement Approach

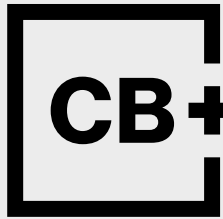
- Based on previous experience with important public conversations
 - Edmonton Arena Consultations
 - 2015 Alberta Royalty Review Engagement
- We sought to:
 - Create as many public opportunities as possible
 - Capture heavy qualitative sentiment
 - (Especially given this was the first major public conversation on this topic)
 - Take a separate quantitative measurement
 - (To provide a baseline)



CB+ Engagement Opportunities

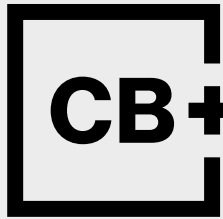
- 6 highly qualitative measurements:
 - Online survey (1,155 responses)
 - With 40 household surveys
 - Public engagement sessions (400+ participants)
 - November 24th
 - December 1st
 - December 8
 - Surveys completed at public engagements (214 responses)
 - Facebook comments (255 total)
 - Comments on Twitter (19 total)
 - Emails to the City (162 total)
- One statistically significant quantitative measurement
 - Telephone survey (500 completed responses)

TOTAL INPUT POINTS FOR REVIEW AND ANALYSIS: 2745



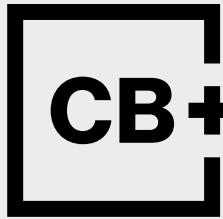
CB+ Input Analysis

- Input was collected by a report writer on site at each of the public engagement sessions
- The report writer was also provided with all raw input from all engagement opportunities
 - However, a data table summary was provided for the phone survey
- Report was compiled on the basis of all inputs and provided to the City of Nanaimo



CB+ Findings Overview

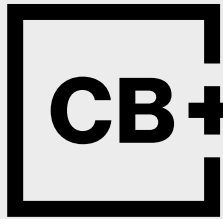
- Overall, there is no significant consensus within the findings
- Typical for this point in the public conversation around a project of this nature
- This feedback does provide a roadmap to for future public engagement



Key Quantitative Findings

The telephone survey was made up of 500 completed surveys, and is statistically significant. Some of the key findings from this survey included:

- Survey respondents tended to represent older residents:
 - 51.8% were over 65 years of age
 - 25% were between 55 to 64
 - 11.2% were between 45 to 54
 - 8% were between the ages of 18 to 44
- How Supportive Are You of the Proposed Events Centre Project?
 - 50% Highly Supportive
 - 18% Moderately Supportive
 - 30% Not Supportive



Key Quantitative Findings

- Respondents largely favoured a funding model that mixed public and private funds:
 - 62.8% - Mix of public and private funding
 - 15.8% - Private funding only
 - 9% - Public funding only

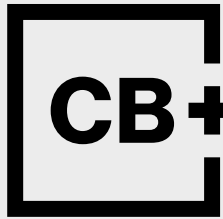
The online survey was completed by 1,155 respondents, but is not considered statistically significant. Some key findings from that survey include:

- This survey also tended to skew slightly older, with nearly 50% of respondents over the age of 50.
- A slight majority (52%) of respondents saw themselves attending events at the Events Centre. 24% did not believe they would attend events.

CB+ Findings

- While there are strong opinions both in support and opposed to the Events Centre, the qualitative results produce no consensus
- Opinions essentially break down into:
 - Enthusiastically in favour
 - Strongly opposed
 - Requires more information
- Very important to understand that many participants provided more questions than answers
- While there are many common themes coming from the feedback, the most resonant feedback is that:

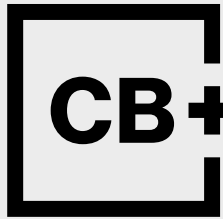
Participants need more information



Findings in Favour

Those in favour saw the following benefits to the Events Centre:

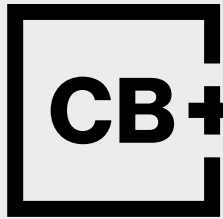
- **Important to the potential of Nanaimo**
 - Something the city needs in order to pursue culture and recreational experiences
- **Aligns with the growth of the City**
 - A facility like this can be seen as a need given the city's economic and population growth
 - Some felt the project would serve future generations



Findings in Opposition

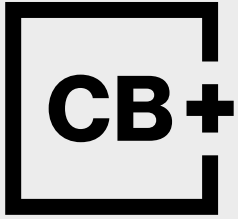
Those who opposed the Events Centre did so for the following reasons:

- **Potential impact on property taxes**
 - Many did not want to see property taxes rise to pay for the project
- **Parking and traffic concerns**
 - As with any major project, parking and traffic are always a concern
- **Experience with previous projects and need for project**
 - Many felt that previous projects haven't lived up to their potential and wondered if this was a project that Nanaimo even needed
- **More pressing civic concerns**
 - Some felt Council should focus on other priorities



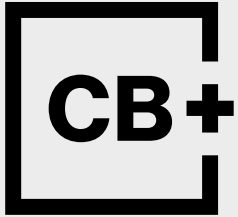
CB+ Needing More Information

- Participants feel they need more information
 - Thematically, this was the most significant outcome from the feedback
- Even a significant portion of opposition was as a result of needed more information
- We believe this provides you with a roadmap for your next phase of public engagement



Roadmap for Future Public Engagement

- There are a series of key questions that need to be answered for the public in order for the project to move forward:
 - How much will the Events Centre cost?
 - What will the funding model for the Events Centre be?
 - How will it impact property taxes?
 - How can we be sure the Events Centre will be feasible over the long term?
 - What will this facility provide that the other recreation and cultural facilities will not?
 - What is the phased plan to continue involving the public in the decision making process for the Events Centre?
 - How will Council communicate and seek the approval of the public for this facility?



Roadmap for Future Public Engagement

- Answering most or all of these questions before the next round of engagement is critical to involving the public in moving forward
- After answering these questions, it is anticipated that engagement participants will have a stronger opinion on the Events Centre
- The more informed the public, the more definitive City Council can be in its decision-making on this project

CB+ Thank you

Questions?