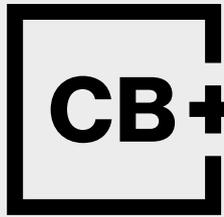


# Events Centre Public Engagement

## Summary of What We Heard Report

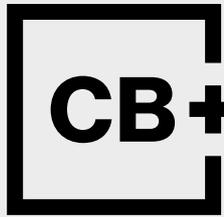
Presentation to Nanaimo City Council

December 19<sup>th</sup>, 2016



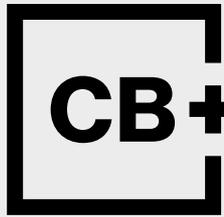
# CB+ Introduction

- 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



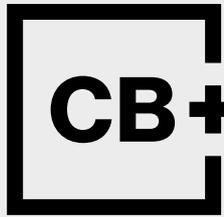
## **Our Role**

- 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



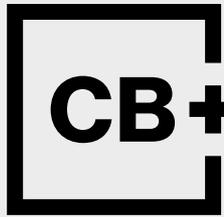
## **Our Role**

- 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

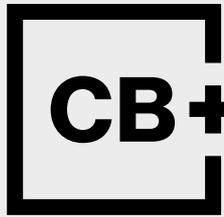
- Based on previous experience with important public conversations
  - Edmonton Arena Consultations
  - 2015 Alberta Royalty Review Engagement
- We sought to:
  - Create as many public opportunities as possible
  - Capture heavy qualitative sentiment
    - (Especially given this was the first major public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



# CB+ Engagement Opportunities

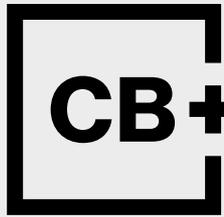
- 6 highly qualitative measurements:
  - Online survey (1,155 responses)
    - With 40 household surveys
  - Public engagement sessions (400+ participants)
    - November 24<sup>th</sup>
    - December 1<sup>st</sup>
    - December 8
  - Surveys completed at public engagements (214 responses)
  - Facebook 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



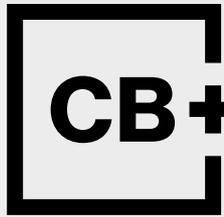
## CB+ Input Analysis

- 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**

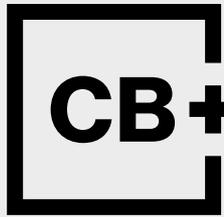
- Overall, there is no significant consensus within the findings
- Typical for this point in the public conversation around a project of this nature
- This feedback does provide a roadmap to for future public engagement



# 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

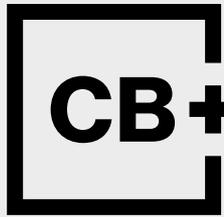
The online survey was completed by 1,155 respondents, but is not considered statistically significant. Some key findings from that survey include:

- 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:

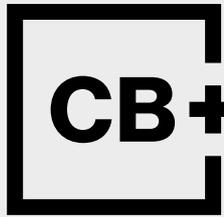
***Participants need more information***



# Findings in Favour

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

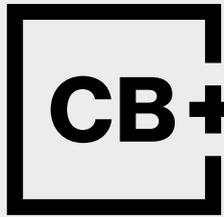
- **Important to the potential of Nanaimo**
  - Something the city needs in order to pursue culture and recreational experiences
- **Aligns with the growth of the City**
  - A facility like this can be seen as a need given the city's economic and population growth
  - Some felt the project would serve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



# Findings in Opposition

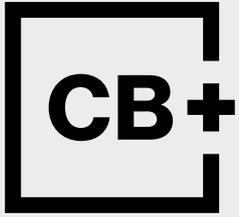
Those who opposed the Events Centre did so for the following reasons:

- **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



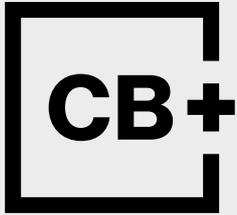
## **CB+ Needing More Information**

- 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?**