

DATE: February 6, 2024  
TO: Mayor Ed Coleman  
FROM: Andrew Cuthbert, Kattia Woloshyniuk, and Hillary Beattie  
FILE: 1944.0005.01  
SUBJECT: District of Wells Integrated Community Sustainability Plan – Communication and Engagement Strategy

## 1.0 INTRODUCTION AND APPROACH

The District of Wells is completing an Integrated Community Sustainability Plan (ICSP) to provide direction on the District's long-term economic, social, and environmental sustainability objectives. The ICSP will be a strategic document that provides a supporting framework for the integration of sustainability initiatives into the District's existing and future policies, plans, strategies, and decision-making processes.

The development of the ICSP will include meaningful engagement with the community to understand their priorities, challenges, and opportunities related to sustainability in Wells. Throughout the project process, we will meet with District staff and leadership to gather key insights and perspectives on the project.

This Communications and Engagement Strategy (CES) sets forth an inclusive and accessible approach to engagement, prioritizing informative, interactive activities designed to meet people where they already gather. Our approach to engagement includes both communication and engagement tactics:

- **Communication tactics** are methods to build awareness, education, and excitement about the project.
- **Engagement tactics** provide opportunities to collect feedback and ideas through direct dialogue or interaction with community members and stakeholders.

## 2.0 KEY STAKEHOLDERS

Key stakeholders for the District of Wells ICSP can be categorized as the public, community organizations, First Nation partners, and the Project Advisory Committee.

### 2.1 OVERVIEW

#### Public

The general public residing in Wells will be able to provide key insights about their priorities and perceived opportunities and challenges related to sustainability in the community through a survey and an open house.

#### Community Organizations

Urban Systems will contact community organizations about participating in the public survey and open house event. These organizations include, but are not limited to:

- Sunset Theatre Society
- Island Mountain Arts
- Barkerville Historic Town and Park
- Friends of Barkerville - Cariboo Goldfields Historical Society
- Wells and Area Trails Society
- Wells and Area Community Association
- Wells Barkerville Community Forest
- Wells and District Chamber of Commerce

#### First Nation Partners

First Nation partners are key to this conversation. Opening the discussion to neighbouring First Nations and understanding how the District can open include Indigenous voices in sustainability initiatives is a productive step towards reconciliation. These partners include:

- Lhtako Dene First Nation
- Xatsull First Nation (Soda Creek)
- ?Esd ilagh First Nation
- Carrier Chilcotin Tribal Council

#### Advisory Committee

The Project Advisory Committee is a critically important group for the project. This group will have key input and knowledge that will help influence the project at several points.

## 2.2 CONTACT INFORMATION

ORGANIZATION	CONTACT INFORMATION
<b>COMMUNITY ORGANIZATIONS</b>	
Sunset Theatre Society	<a href="mailto:sunsettheatre@gmail.com">sunsettheatre@gmail.com</a>
Island Mountain Arts	<a href="mailto:info@imarts.com">info@imarts.com</a>
Barkerville Historic Town and Park	<a href="mailto:barkerville@barkerville.ca">barkerville@barkerville.ca</a>
Friends of Barkerville - Cariboo Goldfields Historical Society	<a href="mailto:friendsofbarkerville@barkerville.ca">friendsofbarkerville@barkerville.ca</a>
Wells and Area Trails Society	<a href="mailto:wellstrails@gmail.com">wellstrails@gmail.com</a>
Wells and Area Community Association	<a href="mailto:wellsareacommunity@gmail.com">wellsareacommunity@gmail.com</a>
Wells Barkerville Community Forest	<a href="mailto:ianmacdonald778@gmail.com">ianmacdonald778@gmail.com</a>
Wells and District Chamber of Commerce	<a href="mailto:admin@wellschamber.ca">admin@wellschamber.ca</a>
<b>FIRST NATIONS</b>	
Lhtako Dene First Nation	<a href="mailto:reception@lhtako.ca">reception@lhtako.ca</a>
Xatsull First Nation (Soda Creek)	<a href="mailto:reception@xatsull.com">reception@xatsull.com</a>
?Esd ilagh First Nation	<a href="mailto:reception@esdilagh.ca">reception@esdilagh.ca</a>
Carrier Chilcotin Tribal Council	

## 3.0 KEY MESSAGES

Key messages will differ depending on the audience. Some ideas for framing the project for each group are presented below.

### 3.1 GENERAL PUBLIC

- The District of Wells is developing an Integrated Community Sustainability Plan to identify the community’s environmental values and priorities.
- The new Plan will establish a sustainability vision and framework to ensure sustainability objectives are integrated into the District’s policies, plans, strategies, and decision-making processes. The Plan will consider sustainability from an economic, social, and environmental perspective.
- Over the next few months, we will engage with the community to understand the priorities, challenges, and opportunities related to sustainability in Wells.
- What do you see as the current priorities, opportunities, and challenges related to sustainability in Wells? How can the District improve community’s long-term sustainability?
- We want to understand the current challenges and opportunities in our community to be able to better support sustainability initiatives.
- Feedback from community organizations and the public will help the District identify strategies to better support economic, social, and environmental sustainability in Wells.

### 3.2 FIRST NATIONS

- The District of Wells is developing an Integrated Community Sustainability Plan to identify the community’s environmental values and priorities.
- Over the next few months, we will be listening and gathering information to build a complete picture of sustainability priorities, opportunities, and challenges in the District.
- In the spirit of reconciliation, the District is seeking to understand how we can work with First Nation governments to support sustainable initiatives across the region.

### 4.0 ENGAGEMENT ACTIVITIES

Key engagement activities are highlighted in the table below.

TACTIC	DETAILS	RESPONSIBILITIES	TIMELINE
<b>Develop Engagement Materials</b>	<ul style="list-style-type: none"> <li>• Supporting communications materials to be published on the District’s regular communication channels to inform community members about the project, why it is happening, how they can be involved, and how their information will be used.</li> <li>• Materials may include social media posts, website content, or community newsletters, information handouts, infographics, surveys, meeting agendas and slide decks</li> </ul>	<ul style="list-style-type: none"> <li>• USL to develop messaging and graphic communications materials.</li> <li>• District to approval final communications materials and publish to all platforms.</li> </ul>	Throughout project
<b>First Nations Outreach</b>	<ul style="list-style-type: none"> <li>• Reach out to neighbouring First Nations to discuss the project and determine how they wish to be involved.</li> </ul>	<ul style="list-style-type: none"> <li>• USL to draft letter to First Nations.</li> <li>• District to review and approve final letter content.</li> <li>• District to reach out to neighbouring First Nations.</li> </ul>	February 2024

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Community Survey</b></p>	<ul style="list-style-type: none"> <li>This survey will be designed to gather information on the community's sustainability priorities, opportunities, and challenges</li> <li>The survey results will be used to develop a vision statement and identify the Plan's focus areas (e.g. food, energy, buildings, transportation).</li> <li>The survey will be hosted on Survey Monkey, or the District's preferred survey platform.</li> </ul>	<ul style="list-style-type: none"> <li>USL to develop survey and upload to Survey Monkey or the District's preferred survey platform.</li> <li>District to review and provide final approval on survey content.</li> <li>USL to monitor responses and complete survey analysis.</li> </ul>	<ul style="list-style-type: none"> <li>Launch survey: February 2024, run for 2 weeks with ability to extend 1 more week.</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Advisory Committee Meeting #1</b></p>	<ul style="list-style-type: none"> <li>Virtual meeting to introduce the project and engagement process</li> </ul>	<ul style="list-style-type: none"> <li>USL to develop presentation and any accompanying materials.</li> <li>USL to host and facilitate meeting.</li> <li>District to review materials and provide final sign off.</li> <li>District to attend meeting.</li> </ul>	<ul style="list-style-type: none"> <li>February 2024</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Community Open House</b></p>	<ul style="list-style-type: none"> <li>One (1) three-hour in-person event, including a presentation to inform attendees and interactive elements to engage with participants.</li> </ul>	<ul style="list-style-type: none"> <li>USL to draft presentation, design open house materials.</li> <li>District to review and provide final approval on the report.</li> <li>Event to be hosted by District and USL staff.</li> </ul>	<ul style="list-style-type: none"> <li>March 2024</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Advisory Committee Meeting #2</b></p>	<ul style="list-style-type: none"> <li>This meeting is an opportunity to update the Advisory Committee on the engagement and project work completed to date.</li> </ul>	<ul style="list-style-type: none"> <li>USL to develop presentation and any accompanying materials.</li> <li>USL to host and facilitate meeting.</li> <li>District to review materials and provide final sign off.</li> <li>District to attend meeting.</li> </ul>	<ul style="list-style-type: none"> <li>March 2024</li> </ul>

Sincerely,

**URBAN SYSTEMS LTD.**

Andrew Cuthbert, Kattia Woloshyniuk, and Hillary Beattie