

Communications & Engagement



Who We Are

Your dedicated communications and engagement professionals:

Rebecca Taylor – Communications Coordinator

rtaylor@rdn.bc.ca | 250-390-6502 | 250-713-2400



Lisa Moilanen – Engagement Coordinator

lmoilanen@rdn.bc.ca | 250-390-6554 | 250-927-0271



What is Communications and Engagement?

Communication is the sharing of information and is essential to ensure meaningful engagement.

Engagement is a two-way process where we share information and gather input. It is very important to only engage on items where the public input received will be used to inform decision-making.

We Want to Engage You

Let's try a virtual engagement tool together – this tool can be used to gather anonymous input, move around and group ideas and more.

How do you communicate and engage with residents as an RDN Board member?

Please add your questions to the [Jamboard](#) throughout our session and we will be sure to address them along the way or at the end.

What We Do

Rebecca Taylor – Communications Coordinator

Primary lead for:

- Media Relations
- Publications and Advertising
- Branding
- Website
- Public Events e.g. ribbon cuttings, funding announcements

[Board Communications Policy A1-27](#)



What You Need to Know – Communications

Media Inquiries

- Communications
 - Facilitates a coordinated and timely response to inquiries with designated staff or the Chair, pending the nature of the inquiry (e.g. operational vs strategic)
 - Assists with key messages for both staff and elected officials
- Requests for assistance from Directors responding to media inquiries are directed through the CAO

What You Need to Know – Communications

News releases

- Highlight programs, funding announcements, project completions and more to help educate the public about the RDN and its many functions
- Are led by communications in collaboration with RDN departments and external partners where applicable
- Are sent to Island-based media and posted to our website
- Anyone can receive them directly by subscribing online: rdn.bc.ca/subscribe



A tour of the Nanaimo River watershed will be one of the events the Regional District of Nanaimo has planned for Water to Earth Month. (Submitted photo)

Nanaimo Regional District holding workshops and tours for Water to Earth Month

Events ongoing until Earth Day in April



Funding for a new 12-bed high acuity unit at Nanaimo Regional General Hospital was revealed during a Thursday, March 23 news conference (Ian Holmes/NanaimoNewsNOW)

HEALTH FUNDING

By NanaimoNewsNOW Staff

Nanaimo hospital receives funding for new acute care ward

Mar 23, 2023 | 3:23 PM

GABRIOLA Sounder

HOME NEWS CLASSIFIEDS CALENDAR OBITUARIES
GABRIOLA

RDN to complete rec facility usage survey in 2023

Jan 21, 2023 | Sounder News

chek HOME NEWS WATCH WEATHER

RDN geohazard study to examine risk-level of steep slopes and landslides

Posted: Mar. 6, 2023 9:55AM

What You Need to Know – Communications

In 2022, the RDN:

- Distributed 63 news releases
- Responded to over 150 media inquiries
- Was featured in over 500 mainstream media news stories highlighting RDN programs, services and initiatives

As of March 1, the Regional District of Nanaimo curbside program will be accepting yard and garden material in the City of Parksville, the Town of Qualicum Beach, Electoral Areas A, B, C, E, F, G, and District of Lantzville.



POBNEWS.COM
Regional District of Nanaimo to expand curbside program to include yard, garden waste - Parksville Qualicum Beach News

Facebook



PARKSVILLE QUALICUM BEACH NEWS



(PQB News file photo)

Regional District of Nanaimo to expand curbside program to include yard, garden waste

Residents can top up organic carts with leaves, grass trimmings

PQB NEWS / Mar. 2, 2023 4:30 a.m. / LOCAL NEWS / NEWS



PQB Website News Feed

PARKSVILLE QUALICUM BEACH NEWS

Parksville Qualicum Beach News, March 8, 2023

News@rdn.bc.ca

FROM A31 Funds to support society

Continued from A31

Funds will go directly to support ICCS programming in the Parksville Qualicum Beach area, including their support programming at Oca Place and Hill House, but not particularly to the client-centred Outreach Outreach programming, which provides assistance to people who need check-ins and support to maintain their housing.

Support is also given to people in crisis, in cooperation with the Outreach Homelessness Outreach Support Team, responding to the real needs of people in the community, as they occur.

ICCS is an opportunity for right people in the community to make an impact, says Ripley Backus, CNOY Nanaimo Event Director.

"The issue of homelessness is very real in our community — and it can sometimes seem overwhelming," and Backus. "People want to make a difference, but they don't know how to do it. Participating in CNOY is a chance for several people — people like you and me — to sign up and do something that will help which will contribute to positive change."

In every community that participates in a CNOY Night event, the coordination is spearheaded by one local agency that works in support of people who have experienced homelessness.

ICCS has had the honor to take on this role for the first time since in Parksville Qualicum Beach. ICBS has been working in the support of our community and the Outreach Outreach team at Vancouver Island for 23 years, de-



Participants of the Parksville Qualicum Beach CNOY Night of the Year have made the cold weather in their own way. (Photo by Rick St. Substantiated photo)

veloping housing and outreach programs for people who have experienced homelessness. Participating in CNOY is a chance for several people — people like you and me — to sign up and do something that will help which will contribute to positive change."

It is still possible to donate to CNOY until the end of March. Contact the CNOY organization to support the community.

For more information on ICCS programs, go to standwithhomelessness.com or contact us at info@standwithhomelessness.com

— NEWS STAFF, submitted

Spring is arriving in such a big way!

DOLCETTA

174 Corfield Street, Parksville
250-248-3781 • closetoyou.ca

News@rdn.bc.ca

Curbside organics program expanding

RDN will accept yard and garden material

The Regional District of Nanaimo is expanding its curbside organics program. The RDN now accepts yard and garden material in the City of Parksville, the Town of Qualicum Beach, Electoral Areas A, B, C, E, F, G and District of Lantzville. Residents can top up their organic carts with leaves, grass trimmings and light yard trimmings such as twigs and small branches.

This service expansion provides residents with a convenient, cost-effective way to dispose of their yard and garden material while helping the RDN to increase organic material diversion and improve air quality through reduced greenhouse gas emissions (GHGs). Lower emissions will be achieved through a decrease in backyard burning and fewer trips to the Chemex Road Transfer Station and Regional Landfill by residents and haulers to dispose of organic yard material.

The collection and conversion of leaves, grass and light yard trimmings into compost throughout the region supports both a circular economy and helps the RDN to close its 90 per cent waste diversion goal. And Victoria's Clean RDN Choice "We are proud to receive a Clean BC grant and to work collaboratively with waste management partners to help our expanded organics program that will benefit both residents and the environment."

The expanded Curbside Organics Program is included as part of a grant through the Chemex BC's Organic Infrastructure and Collection Program by the provincial government and RDN Curbside program team. The new service will mean a one per cent increase (approximately 32 per household) in the curbside ability for 2023 and again in 2024. This increase is separate from the 3 per cent fee increase for general curbside service.

Residents can top up their current 100-litre organic cart with leaves, grass and light yard trimmings during the first phase of the program. Light yard trimmings include twigs, small branches and prunings that are less than 1.5 metres in length and less than 10 centimetres in diameter and no longer than 40 centimetres. No more collection, the total of the organic cart must be able to fully close by the end of 2023. To ensure collection, the total of the organic cart must be able to fully close by the end of 2023. To ensure collection, the total of the organic cart must be able to fully close by the end of 2023. To ensure collection, the total of the organic cart must be able to fully close by the end of 2023.

Residents should also be aware that although organic waste from parks is accepted, the following priority materials cannot be placed in the organics cart and must be disposed of at the landfill due to their toxicity and/or weight: a Clean BC grant and to work collaboratively with waste management partners to help our expanded organics program that will benefit both residents and the environment."

— NEWS STAFF, submitted

THE WORLD LEADER IN SUSTAINABLE ADVENTURE TRAVEL

Ready for adventure? Join me for an information session with Hurlgraven Expeditions!

Place: Parksville Community Centre, 222 Millie Street, Parksville, B.C.

Date: Saturday, March 11, 2023

Time: 2:00 pm

Light refreshments will be provided

Please RSVP to: sandy@travelsandy.ca

250.954.8728

RETIREMENT SALE

14k and 18k rings, earrings, bracelets, necklaces etc....

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Parksville

VOLUNTEER OPPORTUNITY

Accessibility Advisory Committee

The City of Parksville is inviting applications from individuals interested in serving on the Accessibility Advisory Committee. The purpose of the Committee is to assist with identifying barriers to individuals in or interacting with the City, provide advice on how to remove or prevent barriers, provide input on the development of an accessibility plan, and on mechanisms to receive public feedback on accessibility.

To the extent possible, membership is intended to reflect the diversity of persons in British Columbia, with at least half of the members being persons with disabilities, or individuals who support, or are from organizations that support persons with disabilities.

Please apply with relevant background information:

By mail: Administrative Services, City of Parksville
PO Box 1190, Parksville, BC V9P 2B3

By email: administrative@parkville.ca

Application deadline is March 13, 2023.

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ASK US ABOUT REBATES

YOU COULD QUALIFY FOR UP TO \$1,200 PER WINDOW*

Van Isle Windows

250.754.0024 | Visit by appointment 690 Conna Rd. | vanislewindows.com

Print and online edition of the newspaper

What You Need to Know – Communications

Alerts

- Cover a wide range of topics related to RDN services such as facility closures, watermain flushing, construction, parks closures, etc.
- Are posted to our website and residents can subscribe to a variety of alerts by topic
- Where appropriate, alerts are also sent using Voyent Alert
 - Can be informational (such as watermain flushing, park closures) or emergency-related such as flood warnings, evacuation alerts, etc.

What You Need to Know – Communications

Public Notices

- Are used to notify the public about items such as public hearings, special meetings, alternative approval processes
- Are posted to our website and residents can subscribe to receive them
- The Nanaimo News Bulletin and Parksville Qualicum Beach News now have a special notices section on their websites where they post notices



NANAIMO NEWS BULLETIN

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PUBLIC NOTICES



March 22, 2023

NOTICE OF ZONING AMENDMENT APPLICATION

APPLICATION NO. PL2021-156
2288 Pylades Drive Electoral Area
A The Regional District...



March 22, 2023

NOTICE OF ZONING AMENDMENT APPLICATION

APPLICATION NO. PL2022-186
1788 Fielding Road Electoral Area
A The Regional District...

PARKSVILLE QUALICUM BEACH NEWS

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PUBLIC NOTICES



March 09, 2023

Notice of Zoning Amendment Application

APPLICATION NO. PL2022-003
Lot 2 Allsbrook Road Electoral
Area F The Regional...

What You Need to Know – Communications

Website

- The primary source for all things RDN for the public
- While the website is primarily a one-way communication tool, departments are continually adding features to help streamline services e.g. online application and inquiry forms, interactive maps and more
- The Director's Dashboard is managed by Legislative Services and is valuable source of information for elected officials

Contact Our Department

inquiries@rdn.bc.ca

Ph: 250-390-4111

MARCH 2023						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

GIS/Mapping

[Share](#)

Geographical Information Systems are commonly known as GIS. These collections of computer hardware, software and geographic data are used for capturing, managing, analyzing and displaying all forms of geographically referenced information.

The Regional District of Nanaimo GIS Mapping Department provides GIS services to RDN staff and citizens in the most efficient and effective method possible, leveraging new technologies to dynamically create maps providing value-added service. The staff in this department is responsible for maintaining and updating RDNMAP, a geographical information mapping system that contains information on all of the properties within the Regional District. Staff also combine regional GIS data with other information to develop a variety of map products for RDN departments.



CLICK THE THUMBNAIL IMAGE TO ACCESS NEW RDNMAP

The NEW RDNMAP offers an intuitive interface with access to detailed property information such as addresses, active permits, current zoning and utilities. The new version is designed to work on all popular platforms including mobile devices.



Open Data

► [CLICK HERE TO DOWNLOAD GIS OPEN DATA](#)

Other Interactive Webmaps

- [Find My Zoning](#) ▼
- [Where Do I Live in the RDN?](#) ▼
- [Parks and Trails Mapping](#) ▼
- [Assessment Information](#) ▼
- [Utilities Property Info Search Tool](#) ▼
- [RDN Fire Protection Service Areas Lookup](#) ▼

What You Need to Know – Communications

In 2022:

- There were 1,578,343 unique visits to the RDN website
 - A unique visit is defined as one visitor identified by their IP address visiting the site within a 24-hour period
- The 25 most visited webpages were related to these topics:
 - Main RDN landing page
 - Curbside collection
 - Solid waste facility hours and fees
 - Recreation facilities and schedules
 - Camping locations
 - Transit schedules
 - Employment opportunities
 - Board meeting calendar
 - 2022 election
 - Contact information
 - Departments page
 - Building and Bylaw Services online portal
 - GIS mapping

What You Need to Know – Communications

Advertising

- A mix of traditional and online advertising is used
 - Such as monthly print ads (which also appear online), radio, online advertising and boosted social media posts
- Traditional advertising complements and reinforces messaging residents may see on social media, in news stories or hear by word of mouth
- Is a requirement for certain legislative processes

FEBRUARY BOARD CALENDAR

- 8 **RDN Committee of the Whole Meeting**
1 p.m.
- 9 **RDN Committee of the Whole Meeting**
9 a.m.
- 9 **RDN Electoral Area Services Committee Meeting**
1 p.m.
- 14 **RDN Special Board Meeting**
10 a.m.
- 14 **RDN Board Meeting**
1 p.m.
- 14 **RDN Committee of the Whole Meeting**
3 p.m.
- 26 **RDN Board Meeting**
1 p.m.

All Board, Electoral Area Services Committee and Hospital District Board meetings take place in the Board Chambers at 6300 Hammond Bay Road, Nanaimo and are also webstreamed.

www.rdn.bc.ca/agendas-minutes-videos

CLEAN HOME HEATING REBATES

Breathe cleaner air in 2023 by switching out your old wood burning stove to a new EPA2020/CSA certified wood stove, pellet stove, electric insert or heat pump. Switching to a cleaner heating option provides year-round comfort, better indoor air quality, and can save you money on your energy bills. Through the Community Woodstove Reduction Program, the RDN is offering rebates for the following upgrades when you switch out your old, non-certified wood stove:

- \$400 - Electric Insert
- \$500 - EPA 2020 or CSA B415.1 Compliant Wood Stove
- \$750 - EPA 2020 or CSA B415.1 Compliant Pellet Stove
- \$1,000 - Electric Heat Pump

New in 2023, RDN electoral area residents that meet program requirements and who currently use a EPA/CSA certified wood stove for home heating can keep that certified wood stove for emergency heating and still qualify for a \$1,000 rebate on a new qualifying heat pump. Conditions apply. Visit www.rdnrebates.ca or call 250-390-6510.



www.rdnrebates.ca

2023 WATER STEWARDSHIP REBATES OPEN!

Rainwater Harvesting

Thinking about installing some rainwater catchment on your property? Eligible RDN residents can receive up to \$750 for the installation or addition of 1,000 imperial gallons or more of rainwater storage.

Irrigation Upgrades and Soil Improvements

Make your property more water efficient! Eligible RDN residents can receive up to \$275 for irrigation upgrades and/or 50 per cent off garden soil improvements up to \$100. Receive a \$100 bonus rebate for completing both irrigation and soil upgrades.

Wellhead Upgrades and Well Water Testing

Proper maintenance is important for the longevity of your private well and quality of your drinking water. Eligible RDN residents can receive up to \$250 for wellhead upgrades and 50 per cent off up to \$250 for well water testing.

For more information on RDN rebate programs, eligibility and information on how to apply, visit www.rdnrebates.ca or call 250-390-6560.

www.rdnrebates.ca

VOLUNTEER FIREFIGHTERS NEEDED

The Coombs-Hilliers Volunteer Fire Department (CHVD) is looking for volunteer firefighters to join their team! Area residents interested in skimming more can speak with CHVD firefighters at the Annual Coombs Family Day Celebration event on February 20 from 11 a.m. to 3 p.m., drop by the CHVD hall at 3241 Alberni Hwy or call 250-752-2144.



www.rdn.bc.ca/fire-departments

JOIN OUR CONVERSATION

Presentation of the 2023 to 2027 Financial Plan

Ever wonder how your tax dollars are spent at a regional level? Do you want to learn more about our 2023-2027 Financial Plan? Join us at the following meetings where the plan will be presented:

- Wednesday, February 8 at 1 p.m.
- Thursday, February 9 at 9 a.m.
- Tuesday, February 14 at 3 p.m.
- Tuesday, February 28 at 1 p.m.

Meetings take place in the Board Chambers at 6300 Hammond Bay Road, Nanaimo or watch online at www.rdn.bc.ca/agendas-minutes-videos.

To share your input at these meetings, complete a delegation form at www.rdn.bc.ca/appearings-or-delegation. Forms must be received at least 24 hours prior to the meeting. To learn more about the budget process and to submit questions, visit www.getinvolved.rdn.ca/rdn-budget-talks. For more information, please call 250-390-4111, email inquiries@rdn.bc.ca or visit www.rdn.bc.ca/finance.

www.rdn.bc.ca/finance

EXPLORE ON TRANSIT

Explore from Nanaimo to Cowichan Valley on the 70 NCK!

Downtown Nanaimo Transfer Routes: 1, 5, 6, 7, 20, 26, 25, 30, 40, 52, 78	Cowichan Commons Transfer Routes: 2, 7, 3, 36	Village Green Mall Transfer Routes: 2, 3, 4, 5, 6, 7, 8, 9, 38, 44, 46
Nanaimo Airport Transfer Routes: 78	Canada Ave at Beverly Transfer Routes: 17, 3, 36	Route and map info can be found here!
Ladysmith Transfer Routes: 81, 74, 36	Downtown Duncan Transfer Routes: 2, 3, 4, 5, 6, 7, 8, 9, 38, 44	

www.rdn.bc.ca/regional-transit

RECREATION

Registration for spring programs including swim lessons and spring break camps opens on Tuesday, February 14 at 8 a.m. Free BC Family Day Swim and Skate on Monday, February 13, the swim at Ravensong Aquatic Centre is from 10 a.m. to 2 p.m. The skate at Oceanside Place Arena is from 1 to 4 p.m. Participation maximums will be in place.



www.rdn.bc.ca/recreation

EA F GOVERNANCE AND SERVICES STUDY COMMITTEE MEETING

Date: Wednesday, February 15, 2023
Time: 6 - 9 p.m.
Location: Arrowsmith Hall, 1014 Ford Rd, Coombs
For more information on the Electoral Area F Governance and Services Study and to register to receive study updates, visit www.getinvolved.rdn.ca/ea-f-gsstudy.

www.getinvolved.rdn.ca/ea-f-gsstudy

PARKS & OPEN SPACE ADVISORY COMMITTEE

The next Parks & Open Space Advisory Committee meetings are: EA G: Englishman River, San Fanel, French Creek, Little Qualicum, Oakwood February 5 at 6:30 p.m.
Oceanside Place Arena, 830 Island Hwy W, Parksville
EA F: Coombs, Hilliers, Errington, Whiskey Creeks, Meadowood February 21 at 7 p.m.
Activity Hall, Coombs Fairgrounds, 1014 Ford Rd, Coombs
EA H: Bowser, Qualicum Bay, Deep Bay March 1 at 7 p.m.
Lighthouse Community Centre, 240 Lions Way, Qualicum Beach
The meeting will also be webstreamed. For more information, visit www.rdn.bc.ca/recreation-and-parks-advisory-committees.

www.rdn.bc.ca/recreation-and-parks-advisory-committees



<https://www.getinvolved.rdn.ca/acting-for-climate>



250-390-4111 or 1-877-607-4111

@RegionalDistrictOfNanaimo

@RDNanaimo

@RDNanaimo

Get Involved RDN!

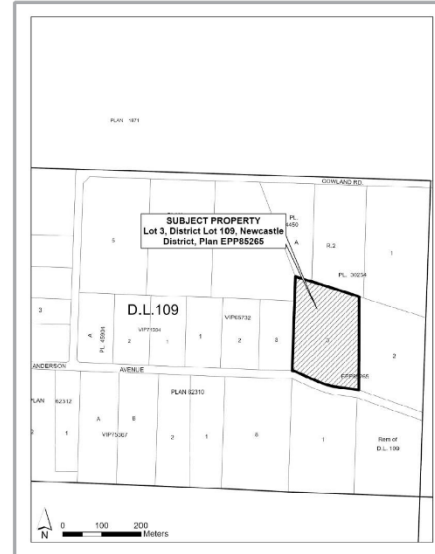
www.rdn.bc.ca

NOTICE OF ZONING AMENDMENT APPLICATION

APPLICATION NO. PL2022-170

Lot 3 Anderson Avenue
Electoral Area H

The Regional District of Nanaimo (RDN) is in receipt of a Zoning Amendment Application for the property shown in the location map below.



PURPOSE OF PROPOSED BYLAW

The applicant proposes to rezone the subject property from Rural 1 (RU1) Subdivision District 'CC' to Rural 6 (RU6) Subdivision District 'D', under the "Regional District of Nanaimo Land Use and Subdivision Bylaw No. 500, 1987", to reduce the minimum parcel size from 4.0 hectares to 2.0 hectares to allow a two-lot subdivision.

HAVE YOUR SAY AND ASK QUESTIONS

The public is invited to provide feedback and submit questions about the proposed zoning amendment application online at: www.getinvolved.rdn.ca/pl2022-170.

Comments and questions may also be submitted by email to planning@rdn.bc.ca or by mail or in person to the RDN Administrative Building at 6300 Hammond Bay Road, Nanaimo, B.C., V9T 6N2. Feedback must be received by **Friday, May 5, 2023**. A summary of the comments received will be provided to the applicant, the Electoral Area Services Committee and RDN Board as part of the application review process.

WHERE CAN I INSPECT THE APPLICATION?

If you are unable to access this application information online, please contact us by email or phone for a staff member to review it with you.

HAVE YOUR SAY

For more information about this application, to provide feedback and submit questions go to: www.getinvolved.rdn.ca/pl2022-170

For more information, please contact:

250-390-6510 or 1-877-604-4111

planning@rdn.bc.ca

Get Involved RDN!

www.rdn.bc.ca

How You Can Help

Public Education and Awareness

- Direct residents to the RDN website for information and online services
- Share news releases, news stories or key messages with your residents and networks from our website and social media pages
- Encourage residents to sign up for RDN service and emergency alerts

What We Do

Lisa Moilanen – Engagement Coordinator

Prime lead for:

- Public Engagement
- Social Media
- Internal Engagement
- Internal Events



What You Need to Know – Social Media

- Most active on Facebook, use Twitter regularly, trying to use Instagram more regularly and LinkedIn
- Each has a different audience and approach
- We can have a more light, casual voice and tone
- Excellent way to inform, educate and share information about our services, projects and events
- Another tool that we can get engagement or feedback on directly

What You Need to Know – Social Media

In 2022 our reach was:

- Facebook – 163,004
- Twitter – 170,671
- Instagram – 7,705

Regional District of Nanaimo
Mar 22 · 🌐

💧 Today is World Water Day and also the kick off to our Water to Earth month celebrations. 🌱 We have a whole month of fun events and activities... See more

**March 22
World
Water
Day!**

Get Involved RDN!

getinvolved.rdn.ca
Team WaterSmart [Learn more](#)

[See insights and ads](#) [Boost again](#)

👍❤️ 51 4 comments 7 shares

What You Need to Know – Code of Conduct

Board Policy A1-37 - Code of Conduct – social media use

The Regional District of Nanaimo's goals in using social media are to inform residents and the public of services, projects and initiatives and can enable engaging and effective communication to a broader audience in a timely way.

What You Need to Know – Code of Conduct

RDN Board members:

1. Are encouraged to share social media posts from the RDN to help broaden the reach of the information and help keep the public informed.
2. Will use their social media profiles as a secondary information source once matters have been officially released by the RDN.
3. Ensure that social media profiles do not serve as official information on behalf of the RDN.

What You Need to Know – Code of Conduct

RDN Board members:

4. Include an “in my opinion” disclaimer when making follow up or personal posts to the RDN’s social media postings and when creating original posts pertaining to RDN-related business.
5. Will ensure that their social media content does not indicate a conclusive view on a matter coming before the RDN Board.
6. Will not engage in back-and-forth communications amongst themselves on social media to avoid the possibility of that being construed as a Board meeting.

What You Need to Know – Code of Conduct

RDN Board members:

7. Have a duty of confidentiality to the RDN and to uphold the RDN's reputation. RDN Board members will not post any of the following on their social media:

- a) Information discussed in closed session, unless the information has been released from closed session by a resolution of the RDN Board.
- b) Information that would not be presented in a public forum.
- c) Personal or confidential information regarding any RDN employees, elected officials and/or advisory committee members.
- d) Negative statements disparaging or calling into question the professional capabilities of staff.
- e) Confidential business information belonging to the RDN, including non-public financial or operational information.

What You Need to Know – Internal Events and Engagement

- Employee communication and engagement is very important to the organization – always a work in progress
- A top internal priority for the CAO since 2021
 - We have conducted an employee engagement survey, defined goals from what we heard, asked employees again to prioritize the goals and now have working groups focused on the top goals to make changes to support improved communications, alternate work opportunities, training, processes and policies
- We regularly share information using an internal intranet and also share information to be posted at the facilities that have employees who are not regularly at a computer

What You Need to Know – Public Engagement

- Our public engagement policy was revised in 2020 and a new strategy and toolkit were created – they clearly outline the What, Why, When and How we engage our community
- The strategy was created as a specific RDN Strategic Plan priority – it is public facing and consistent with our Board Public Engagement Policy
- The toolkit was designed to be an internal tool for staff to develop consistent public engagement plans

What You Need to Know – Public Engagement

- Important to clearly define the objective of the engagement, what decision is to be made, how the engagement will help inform that decision and the promise to the public
- It is ok to not do engagement if input we gather will not be used to help make decisions



What You Need to Know – Public Engagement

- Decide which tools or techniques (such as an open house or survey) to use later in the planning process – common for people to jump to the tools or techniques first before defining the objective, decision and promise to the public
- Can take time and budget, sometimes more than expected, to do engagement well – save both in the long run if we don't do engagement well the first time

What You Need to Know – Public Engagement

IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.



What You Need to Know – Public Engagement: Tools and Techniques

- Want to consider and use tools and techniques that are accessible
- Offer a balance of in-person and online – much has changed since COVID-19 on this front
- Provide opportunities for people to equally share and listen to each other

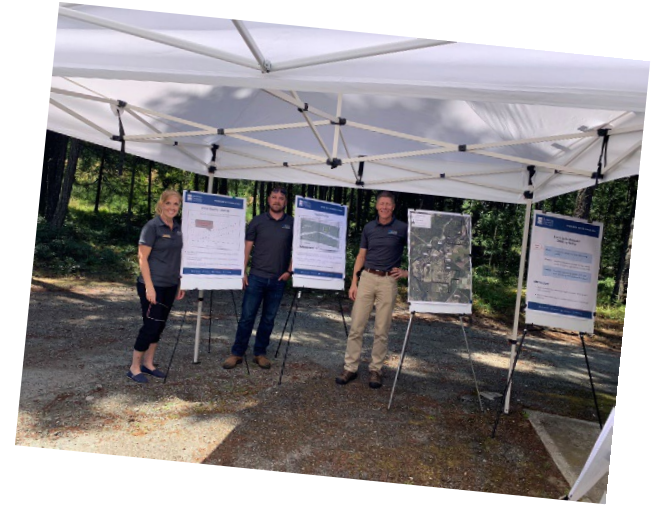
What You Need to Know – Public Engagement: Tools and Techniques

- Some tools and techniques can be used for different purposes on the spectrum and be more than one level – depends on the level of input they are having as to where it fits
- Most often local government is at the inform and consult levels with the public

What You Need to Know – Public Engagement

Inform

- This is the foundation to enable meaningful engagement, we need to do this throughout, regularly and well to help receive relevant input
- One way sharing of information
- Tool and technique examples: website, newspaper advertising, social media, booths at community events, information sessions



What You Need to Know – Public Engagement

Consult

- Most common form of engagement for local governments, gathering input to help shape the decisions of elected officials
- Should not ask for input on something we do not intend to consider when making decisions
- Important to share what we heard and close the loop on how the feedback helped influence the decision
- Tool and technique examples: survey, feedback forms, open houses which input is gathered at, interviews, public meetings where questions can be asked

What You Need to Know – Public Engagement

Involve

- Working directly and throughout the project or process to gather input that will be directly reflected in the project
- Tool and technique examples: can be working groups, workshops, charettes, world cafes

What You Need to Know – Public Engagement

Collaborate

- Working together and throughout the project or process to formulate solutions together and incorporate advice along the way to the maximum extent possible
- Tool and technique examples: can be advisory groups

What You Need to Know – Public Engagement

Empower

- Placing the decision making with the public
- What is said/received is implemented
- Tool and technique examples: can be advisory groups, Alternate Approval Process, General Local Election

What You Need to Know – Public Engagement

We all have a significant role to help ensure our public engagement is meaningful, transparent and authentic.

Your role (from the strategy):

- Share residents' priorities for engagement
- Help staff determine where public input can make a meaningful difference
- Promote our engagement opportunities
- Listen and observe at the engagement opportunities – it is the residents turn to share
- Consider input gathered when your making decisions
- Support the time and budget needed to help create meaningful engagement

What You Need to Know – Public Engagement

Key takeaways for your role:

- Help promote our engagement opportunities
- Listen and observe at the engagement opportunities – it is the residents turn to share
- Consider input gathered when your making decisions
- Support the time and budget needed to help create meaningful engagement

What You Need to Know – Public Engagement

Staff's role (from the strategy):

- Work with elected officials to identify where public input can make a meaningful difference to decisions, program development and service delivery
- Establish channels and processes to clearly identify community priorities for engagement, then ensure that the organizations responds
- Establish and communicate engagement priorities, then apply a consistent set of policies and procedures in designing and implementing engagement activities

What You Need to Know – Public Engagement

Staff's role (from the strategy):

- Consult with elected officials and consider previous public feedback regarding engagement priorities, process design, framing issues, effective communications and increasing engagement over time
- Ensure timely and respectful communication with those that provided input, that the input is well documented and show how the input was used to influence decisions, programs and services

What You Need to Know – Public Engagement

Staff's role (from the strategy):

- Engage in ongoing learning and professional development about public engagement best practices
- Ensure that community input is well documented and that communications efforts are as complete and well-timed as possible

What You Need to Know – Public Engagement

Key takeaways for staff's role:

Engagement Coordinator leads

- Consider and determine if public engagement should be conducted and at what level of the spectrum – not always needed beyond inform
- Ensure all projects comply with our policy, strategy and toolkit which is done by assisting with the development of, review and approval of the public engagement plans

What You Need to Know – Public Engagement

Key takeaways for staff's role:

Department project leads and team leads

- Work with elected officials to identify where and how public input can be a meaningful difference
- Do our best to offer consistent public engagement opportunities using the tools and processes we have
- Ensure timely and respectful communication with those that provided input, that the input is well documented and show how the input was used to influence decisions, programs and services

What You Need to Know – Public Engagement

Residents' role:

- Help identify community needs and priorities as well as barriers
- Make efforts to participate, encourage others to and to stay informed
- Share your opinion respectfully
- Be willing to listen and learn from other community members

What You Need to Know – Public Engagement: Get Involved RDN

- Our Get Involved RDN platform

The screenshot shows the 'Get Involved' page of the Regional District of Nanaimo. At the top left is the RDN logo. The top navigation bar includes links for Home, Engagement Strategy, All Engagement Projects, In the News, and RDN Website, along with a search box. The main content area features a large blue banner with a central white box containing the text: 'Get Involved!', 'Contribute your ideas and feedback on regional projects and initiatives that matter to you.', 'Sign up, get involved and join the conversation.', 'We are listening!', and a 'Register today' button. Below the banner is a 'Participate Now' section with two featured projects: 'Electoral Area F Governance and Services Study' and 'Ravensong Aquatic Centre RDN Bylaw #899'. Each project card includes a brief description and a representative image.

REGIONAL DISTRICT OF NANAIMO

Home Engagement Strategy All Engagement Projects In the News RDN Website

Get Involved!


Contribute your ideas and feedback on regional projects and initiatives that matter to you.
Sign up, get involved and join the conversation.
We are listening!

[Register today](#)

Participate Now


Electoral Area F Governance and Services Study

Learn more about the study and how to participate



Ravensong Aquatic Centre RDN Bylaw #899

Understand the proposed changes and share your thoughts



What You Need to Know – Public Engagement: Get Involved RDN

As of March 2023, we have 85 active and published pages for projects and all current development applications which is 16 of that.

RDN Development Applications



Welcome to the RDN development applications page. In an effort to ensure we provide a transparent and accessible process, information on all active zoning, official community plan, and regional growth strategy amendment applications are available online. We are pleased to provide opportunities to review development application submissions and provide input online at a time and place that is most convenient to you.

Links to current development applications are provided at right. We invite you to view the applications that are of interest to you. Click the application link to be taken to the development application project page directly to learn more, ask a question or to provide feedback.

Current Development Applications

- [PL2021-043: Electoral Area A](#)
- [PL2021-005: Electoral Area A](#)
- [PL2021-156: Electoral Area A](#)
- [PL2022-117: Electoral Area A](#)
- [PL2022-186: Electoral Area A](#)
- [PL2020-126: Electoral Area C](#)
- [PL2019-225: Electoral Area E](#)
- [PL2017-095: Electoral Area F](#)

What You Need to Know – Public Engagement: Get Involved RDN

In 2022:

- 43,800 visits
- 1,200 new registrations
- 28,300 aware visitors - have made one single visit to your site or project
- 10,800 informed visitors - taken the next step and sought to find out more information by clicking on something
- 1,600 engaged visitors - contributed or provided feedback to an active tool

What You Need to Know – Public Engagement: Get Involved RDN

- Used by all RDN projects that intend to gather or collect input
- We require a registration process when gathering input which includes a postal code
- You do not need to register to view any of the project pages – only to provide input
- Have increased the diversity and number of people are engage with on many of our projects in particular since 2020
- We have the ability to email those registered to the projects of their choice to share What We Heard or project next steps to keep them informed

How You Can Help Our Public Engagement?

- Be familiar with our public engagement policy and what the different levels of engagement mean
- Help promote our public engagements by:
 - Like, share or retweet our social media posts
 - Share our communications with your residents and networks
- Encourage residents to register on Get Involved RDN and sign up for projects of interest to them

What We Are Working on Related to the Board Currently

- Volunteer Recognition Board Policy
- Increasing awareness of who we are and what we do to ensure residents are aware of the services we provide
- We are typically a behind the scenes member of most project and services supporting the lead department

Any Questions About Communications and Engagement?

