

Community Engagement Strategy

Engaging on the Official Community Plan and Transportation Action Plan

March 2024

About the Project

The City of Vernon is a growing community and is expected to welcome more than 20,000 new community members.

The updated Official Community Plan (OCP) and Transportation Action Plan (TAP) will respond to new Provincial legislation focused on developing more housing, including near transit.

The City must update these plans by December 31, 2025, and then every five years. This process will look different from past engagement processes. It will be shorter and focused on areas where the City and the community can have influence.

Our Vision

Our plan is to share information and create opportunities for everyone to be involved and share their feedback. Our vision is to **encourage full and meaningful participation** in both the OCP and TAP to the extent possible within the timeline. We ensure that the contributions of all community members that participate will be heard and valued. We commit that these plans will be informed and enriched by the results of the community engagement process.

Key Topics

The key topics we plan to engage on and have dialogue with the community include:

- Community Vision and Values
- Housing
- Transportation and Infrastructure
- Climate, Nature, Parks and Trails
- City Centre and Neighbourhoods
- Economic Development and Investment

Key Approaches to Communications

We commit to sharing information with the community so they can meaningfully participate and understand how their input will be used in the project. We will use these communications methods:

In the Community



1) Postcards & flyers in key locations and mailed



2) Print adverting



3) Radio adverting

Online



1) Engage Vernon Website



2) Storytelling videos



3) Project update emails & direct email invitations



4) Social media posts



5) Digital and social media advertising

Key Engagement Methods

We commit to listening and learning from the community so their values, needs, and interest can be represented. We will use these engagement methods:

In the Community

1) Pop-ups at community events

Online

1) Surveys on Engage Vernon and printed
2) Project liaison for feedback and questions

In person

1) Workshops with diverse groups and interested parties
2) Support community member-based organizations
3) An open house

With government partners

1) Workshops with City of Vernon Council
2) Engagement with Indigenous governments
3) Engagement with RDNO, Coldstream, and other agencies

About the Timeline

