

## OCP REVIEW COMMITTEE PROCESS NOTES

February 14, 2013

**Attending:** Pam Copley (Chair), Cairine Green (Process Recorder), Lorraine Hilton (Deputy CAO), John Herbert, Gloria Back, Mike Lloyd, Patrick Frey, Will Moore, Jan Mears and Consultant Catherine Berris of Catherine Berris and Associates.

**Regrets:** John Graham

**Observers:** Anthony Mears and John Truran.

- Pam called for introductions and additional agenda items.

Catherine Berris, Consultant:

- Review Elements of OCP work plan:
  1. Identify key stakeholders (the public)
  2. Include First Nations as required by legislation
  3. Include students from OB High and UVic (liaise with Councillor Michelle Kirby and Grant Hughes of UVic)
  4. Liaise regularly with Mayor and Council built in to the work plan
  5. Include youth
  6. Delineate OB neighbourhoods
  7. Recognize that focus groups will evolve
- Community Survey:
  1. Use random addresses
  2. Develop survey to be conducted on the web, by telephone and in hard copy
  3. Distribute a letter of authorization from the Mayor
  4. March 2013 – prepare the survey
  5. April 2013 – conduct the survey
  6. May 3013 – conduct results' analysis
  7. Second mailing will take 10 days to prepare
  8. Process involves:
    - Key timing
    - Open-ended questions preferable
    - Data analyses will include open-ended and yes/no questions
    - Sub-committee will include both staff and Committee members
    - Qualitative questions preferable
    - Invitational forum to start with planner community (seven planners reside in OB)
  - Communications:

It is recognized that the Plan and the process will be of the greatest interest to the public. Managing communications well is a challenge. It is important to reach target groups and those who are hard to reach. Develop a tag line to generate interest in the process (e.g. “Help Plan Oak Bay’s Future”).

1. Committee Chair and Mayor will develop and do a joint press release
2. Lorraine will develop a quick link to the work on the OB website
3. Posters and information will be developed and displayed in prominent OB locations such as:
  - OB Connector
  - Twitter
  - Radio
  - Tap technology students at UVic
  - BIA (liaise with Councillor Tara Ney)
  - Reach the Faith community
  - Rec Centres
  
- Project Charter:

Discussion focused on timelines per the Berris written proposal, tracking, scheduling, reporting processes and identifying and reporting milestones along the way.

**NEXT MEETING: February 28, 2013, 7:00 PM, Council Chambers**