

PROMOTION OF PUBLIC INPUT OPPORTUNITIES REVIEW OF MARINA LEASE COMMUNITY AMENITY PROPOSALS

General Community Amplification:

- Threads on social media:
 - A minimum of four posts about the questionnaire in Oak Bay Local
 - Multiple threads on Twitter
- Letters to the Editor:
 - <https://www.oakbaynews.com/opinion/letter-marina-proposal-must-protect-eelgrass/?fbclid=IwAR26I79D80muHtTYzOn8oO5vjvRF5Yayn5IkBQk9ggSFDf16CNAY9tfD-UU#>
 - <https://www.bclocalnews.com/opinion/letter-new-oak-bay-marina-proposals-only-a-start-of-what-can-be-done/>

District News Release:

- Resulting in the following media coverage:
 - CTV News: <https://vancouverisland.ctvnews.ca/oak-bay-seeks-public-feedback-on-plans-to-redevelop-popular-marina-1.5316942>
 - Oak Bay News: <https://www.oakbaynews.com/news/oak-bay-narrows-marina-turkey-head-proposal-to-two-options/>
 - Victoria Buzz: <https://www.victoriabuzz.com/2021/02/oak-bay-invites-public-feedback-on-two-final-marina-proposals/>
 - Times Colonist: <https://www.timescolonist.com/news/local/oak-bay-considers-2-pitches-for-turkey-head-and-marina-property-1.24285610>
 - <https://www.iheartradio.ca/virginradio/halifax/trending/oak-bay-seeks-public-feedback-on-plans-to-redevelop-popular-marina-1.14614529>
 - CFX: <https://www.iheartradio.ca/cfx-1070/audio/the-future-of-the-oak-bay-marina-1.13775539>

District Emails to North Oak Bay Community Association and Community Association of Oak Bay with the request that they share with their memberships.

District Advertisements:

- 2 x Newspaper advertisements in Oak Bay News (Page 3 in the newspaper in the District's standing section)
- 2 x Facebook and Instagram advertisements (We did a more general advertisement at first and then specific target advertisements to North and South Oak Bay residents)
 - Specific to North and South Oak Bay Residents:
 - **16,401** impressions (the number of times that the advertisement was displayed on resident's feeds)
 - **5,178** reach (people who saw/are aware of the advertisement)
 - **143** post engagements

20 Organic District Social Media Posts throughout Twitter, Facebook and Instagram

District Website placement:

- Homepage of the District's website www.oakbay.ca
 - **1,224** page views since the launch
 - Average time on page: **5:43** minutes
- Homepage of connect.oakbay.ca
 - The District had **3,700** total page views since the launch
 - To date the District has received **600** responses to the questionnaire

District Meeting Notification

- Following the District's normal process for posting about meetings/agendas, there were six social media posts about this particular meeting (three on Facebook and three on Twitter). In addition, the meeting was included twice in the standing District advertisement in the District's Upcoming Meetings section
- Please note that the meeting date and the ways to provide input at the meeting (written correspondence, register to speak, call in) were included in both the news release and the advertisements in Oak Bay News and on both webpages (www.oakbay.ca and connect.oakbay.ca)
- The District received approximately **60** pieces of correspondence for last night's agenda item