An aerial photograph of Nelson, British Columbia, taken from an elevated position. The foreground is filled with lush green trees. Below the trees, a residential area with houses and a blue-roofed building is visible. Further back, a commercial or industrial area with larger buildings and parking lots stretches across the middle ground. In the background, a large hill rises, and the sun is setting behind it, creating a bright, hazy glow and long, colorful rays of light that fan out across the sky. The sky transitions from a deep blue at the top to a lighter, hazy orange near the horizon.

Rosemont Primary Bike Route

Public Engagement Strategy

January 2022

Why is Public Engagement Done?

Public engagement, participation, or consultation is a crucial step in the conceptualization, design, and implementation of impactful projects in cities. When done correctly it is beneficial to all parties involved. The community leaves with an understanding of the project and the satisfaction of having their educated opinions incorporated into the project. The City leaves with greater insight into the community's needs and aspirations for the

project. The City of Nelson strives to connect with the community to accurately reflect the feedback of residents in project design and decision-making. Gathering and incorporating feedback on previous projects and on the conceptual designs for the new Rosemont Bike Route will produce the, safest, most user-friendly result. This gives key stakeholders a chance to provide Staff with potential ideas, concerns, and critiques of project design.



What is Active Transportation?

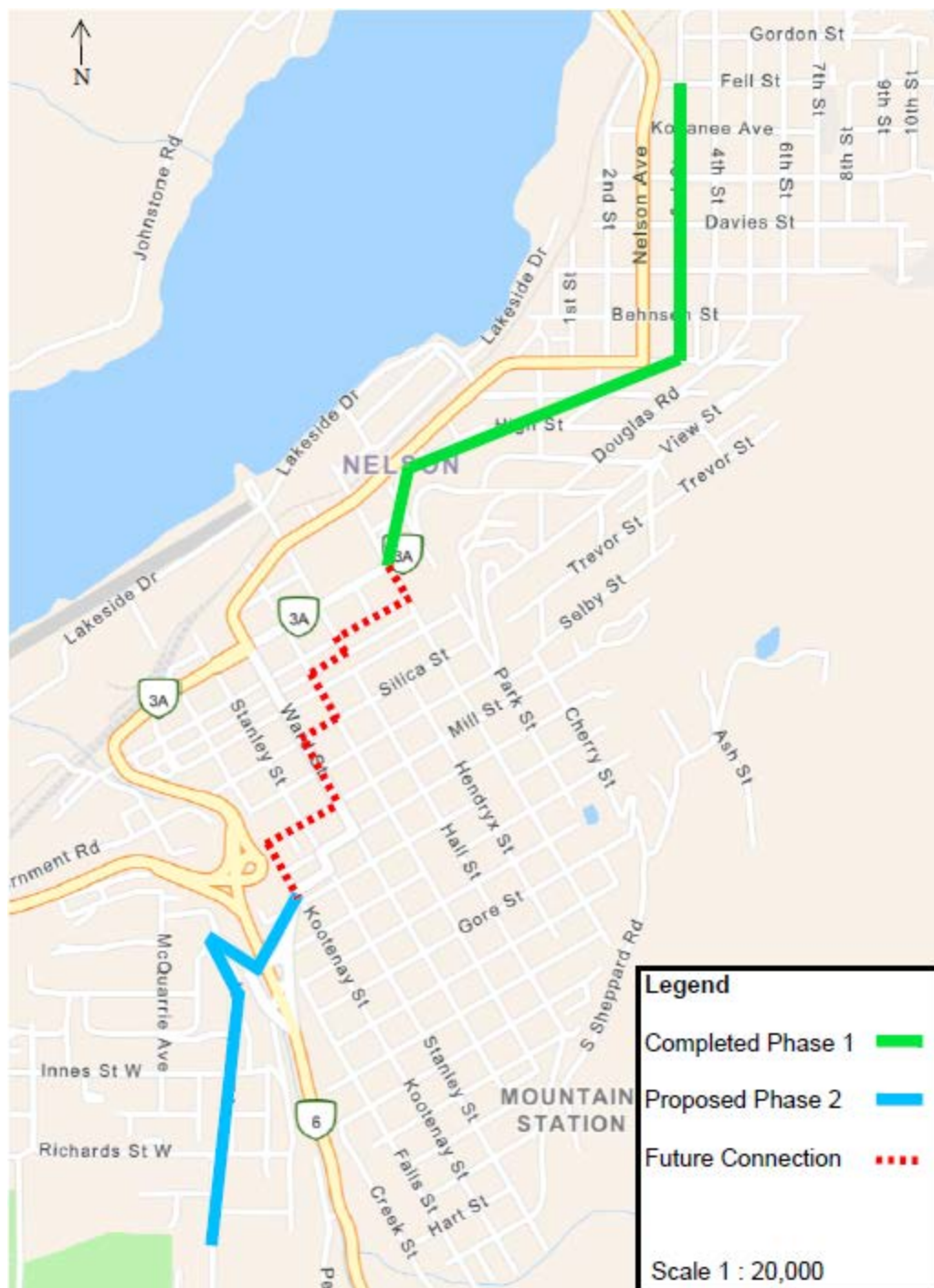
The City is investing in its transportation network and part of this work includes creating active transportation connections throughout the City. This includes building a network of safe, user-friendly pedestrian and cycling pathways to make it easier for people to walk and cycle to their destinations. This encourages an active lifestyle, reduces the dependency on personal automobiles, eases traffic volumes, and reduces transportation-related CO2 emissions. Additionally, "Focus on electric mobility and active transportation" is a key priority in the City's Climate Plan Nelson Next. This project also aligns with goals in the City's Official Community Plan.

Project Background

The Rosemont Primary Bike Route is a proposed project to explore design options for connecting the neighbourhoods of Rosemont and Uphill. This connection is intended to facilitate safer, more efficient transportation along this route via walking, cycling, etc. The City is currently in the conceptual design stage of this project and is looking for input from the public on how to optimize the roadway for all users.

Project Area

The project area consists of the blue *Proposed Phase 2* line connecting the neighbourhoods of Rosemont and Uphill via the Observatory overpass and Vancouver Street.




Decision Statement

A statement that outlines the key goal of the project, motive for the engagement process, and includes an invitation for the public to participate.


How can we, as a community, revitalize the transportation corridor between Uphill and Rosemont, a core connection in the Nelson Active Transportation Plan, by creating safe pedestrian and cycling options while increasing the efficiency of all traffic and meeting the goals of Nelson's guiding policy documents.

IAP2 Participation Spectrum Level

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Rationale: Involve was selected as the participation level as it will maximize the potential input and influence of the public while ensuring that final decision-making remains with the correct groups and respects the timeframes of the project. This level of engagement will be exercised through the techniques and tools outlined on the following page.

Engagement Techniques

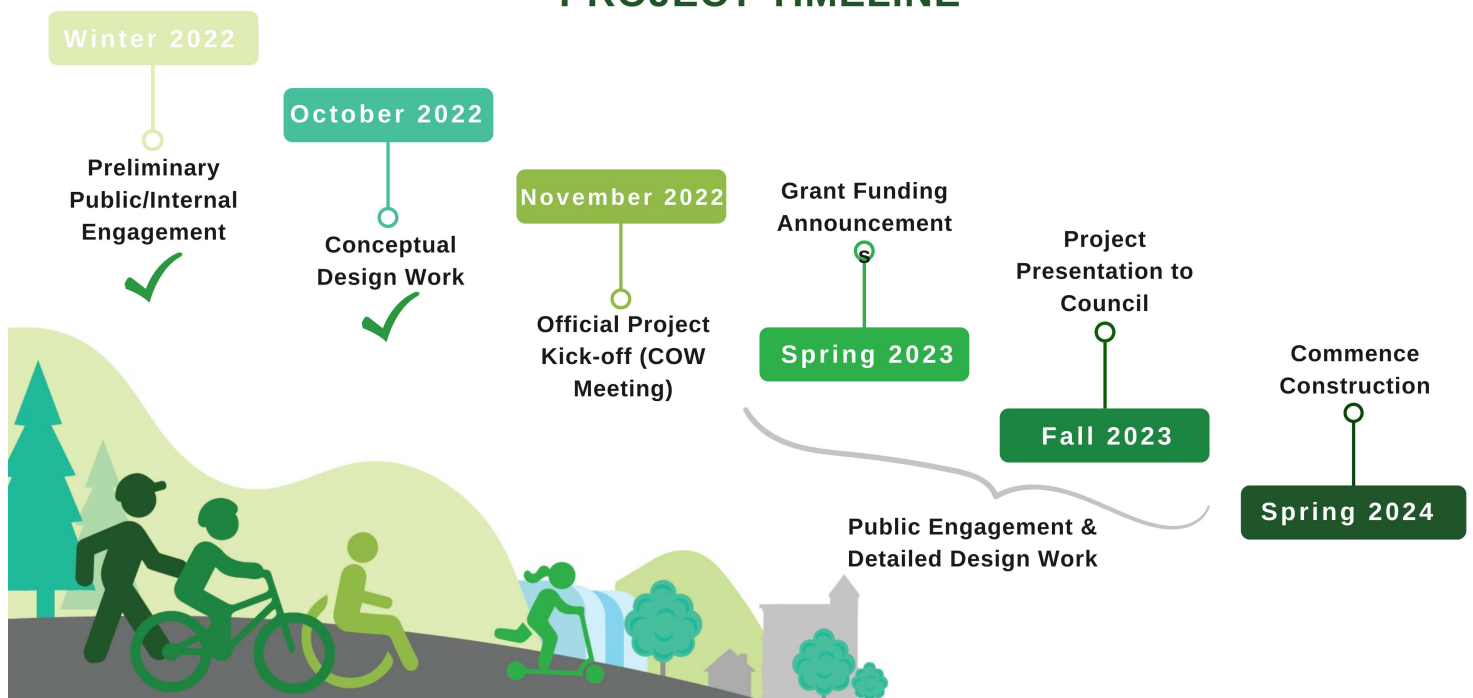


ThoughtExchange	Provides preliminary feedback from the public on previous active transportation work	✓
Interdepartmental Consultation	Gains feedback, alignment, and support from other City departments	✓
Website Updates	Refresh AT section of website to include current project updates	
Mail-outs	To property owners adjacent to route. Will include a map of the proposed route, an invitation to participate in engagement, and workshop details	
Signage	On route along Vancouver, on site at Silver King Campus, and downtown. Include title of project, contact info, and a link to participate in the process	
Newspaper Notification	Take out page in Nelson Star with update on project proposal, route map, engagement details, and contact info	
Social Media	Posts on the City's facebook and Instagram of potential route designs, signage, engagement sessions, contact info, etc	
Small Workshops / Drop-in Sessions	Nightly (~5) workshops with presentation on the route and then have a free-flowing conversation with attendees. Potential to use NiC space (attendees book slots). Survey link distributed.	

Rationale: These techniques have been selected to optimally suit the nature of the project and the community's needs. These tools will be used over an approximate 6-week period through January and February 2022 to give residents substantial time to learn about, comment on, and provide feedback on the project. These techniques take place both in a virtual setting and in-person; as well on a flexible timeframe and in time sensitive options. This will cater to a variety of schedules. The workshops will provide a final site for residents to bring the opinions they've formulated over the previous weeks and chat directly with staff. These will likely be split between in-person sessions and virtual ones. The mixture of tools used over the duration of the engagement will allow educated public opinions to form and evolve over time and for staff to acquire the most influential feedback. After the final workshops, a survey will be released for residents to provide feedback on how successful the engagement process was.

Project Timeline

ROSEMONT BIKE ROUTE PROJECT TIMELINE



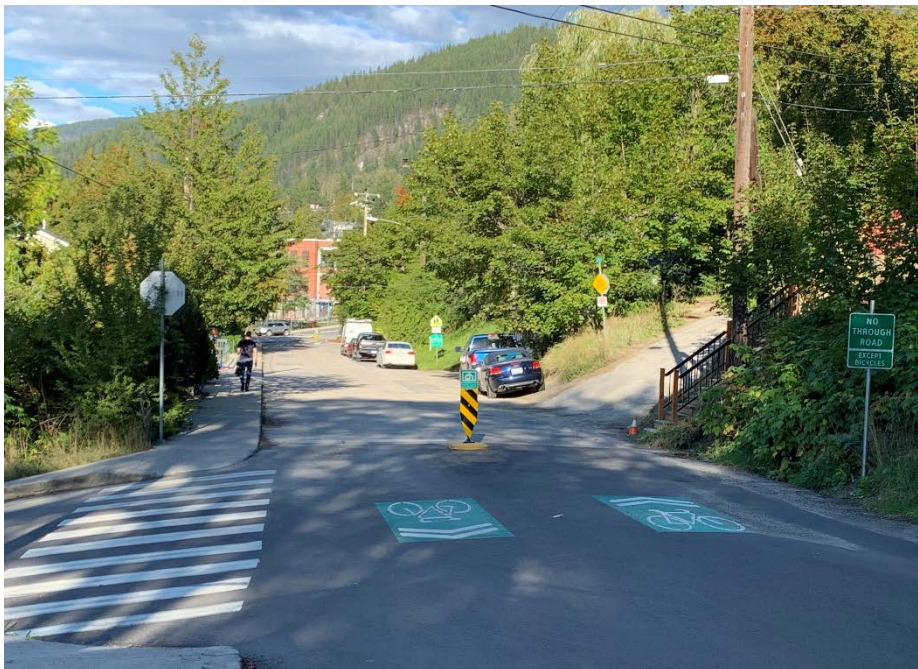
Key Stakeholders

Rationale: These stakeholders have an important connection to the project and incorporating their feedback will be a top priority of the engagement process. Staff will strive to connect with each of these groups during the process and update them as the project progresses.

Staff understand that project context extends beyond the local knowledge of City employees and consulting with these groups provides important insight on the feasibility of the project and the impact it will have on the community.

Residents Adjacent to Route	Rosemont Residents	Selkirk College Employees & Students
City Departments & Council	Sinixt, Syilx, and Ktunaxa communities	BC Transit
Local Business Owners	Local Physicians and Doctors	Advocacy Groups

Communication



Key Messages: *The most important points to be communicated to the public through this engagement process.*

- The goal of revitalizing transportation corridors in the City is to increase the efficiency and safety of all modes of transportation.
- Offering more transportation options to residents encourages a change in mode choice towards a healthier, more active community.

Monitoring & Reporting

How the success of the techniques and effectiveness of the engagement is monitored and assessed.

Successful Engagement Indicators	<ul style="list-style-type: none">• A clear definition of the project goals and the role of the public in the process• The public are satisfied with their understanding of the project and understand how their feedback will influence the outcome• The process is accessible and caters to a variety of schedules, ages, backgrounds, and social and technological abilities• Communication is clear, simple, and easy to understand• Staff acquire productive, relevant feedback to shape the project to better suit the community's needs
Success Metrics	<ul style="list-style-type: none">• Number of people who attended workshops• Number of people who provided online feedback• Number of stakeholder groups reached• How satisfied were participants with engagement techniques used?
When and How?	<ul style="list-style-type: none">• SurveyMonkey link distributed post-workshop• Casual discussions on satisfaction level during workshops
How will this information be used?	<ul style="list-style-type: none">• Monitoring results will be summarized and included in grant funding applications• Monitoring results will be used to educate future public engagement plans

Additional Resources & Social Media

[City of Nelson Facebook](#)

[City of Nelson Instagram](#)

[City of Nelson Website](#)

[Nelson Active Transportation Plan](#)

[Climate Work & Nelson Next](#)

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