

March 21st, 2018

Mr. Ted Swabey
Chief Administrative Officer
Municipality of North Cowichan
Box 278
Duncan, B.C. V9L 3X4

Dear Mr. Swabey,

With respect to the application for rezoning by the Vancouver Island Motorsport Circuit, the Municipality of North Cowichan, by letter dated August 18th, 2017, requested the following:

"Please ... provide a draft Communication and Public Engagement Plan for review and input by the Municipality prior to finalization. The Municipality has adopted the International Association of Public Participation (IAP2) framework, and it is preferred that this framework be reflected in the Plan. At a minimum, the Plan should include goals, the level(s) of engagement on the IAP2 spectrum, techniques for communication and engagement, a timeline, and a reporting schedule. The reporting schedule should include a commitment to producing a summary shortly after each major engagement initiative or phase, and a final Communication and Public Engagement Summary at the conclusion of the engagement process. All summaries should be provided to the Municipality to inform staff and Council in reviewing the application. The Plan's audience should be both residents of the Municipality broadly, as well as the Sahtlam Neighbourhood Association specifically."

Capturing the above request, I wish to outline our proposed Communication and Public Engagement Plan for review and input by the Municipality prior to finalization:

1. Audience

- Residents, businesses and not-for-profit organizations in the Municipality of North Cowichan
- Sahtlam Neighbourhood Association

2. Goals

- To inform the Audience on the Vancouver Island Motorsport Circuit's rezoning application and obtain their input and feedback
- To listen, acknowledge and understand the Audience's views, opinions and concerns and provide feedback on how their input influenced any amendment made to the application

3. Level of Engagement on the IAP2 Spectrum

- Inform
- Consult

4. Techniques for communication and engagement

- Ensure a two-way flow of information throughout the process
- Hold two Open Houses at the Vancouver Island Motorsport Circuit initially, followed by a concluding Open House at the Circuit
- Hold five meetings with the Working Committee at the Circuit
- Provide written and on-line materials
- Engage in conversations and face to face meetings
- Create an e-mail address for the Audience to provide feedback

5. Major engagement initiatives for Audience

- Communicate Engagement Plan
- Form a Working Committee
- Compile and provide a written summary after each Phase and a final summary at the conclusion of the process to the Municipality
- Listen, acknowledge and understand the Audience's perspective

6. Timeline and Reporting Schedule

- Phase 1 – April
- Phase 2 – May
- Phase 3 – June

7. Conclusion of the Public Engagement Process

- Final summary - July

And further, I wish to propose the following Phases and associated approach:

Phase 1 - April

- Public Open House: Not facilitated. Walk-through.
 - o Tuesday, April 24, 7-9 p.m., Vancouver Island Motorsport Circuit
 - o Sunday, April 29, 2-4 p.m., Vancouver Island Motorsport Circuit
- Notice to the public
 - o Request the participation of residents and businesses of the Municipality of North Cowichan and the Sahtlam Neighbourhood Association to provide input into the Motorsport Circuit's rezoning application
 - o Ads will be placed in the Cowichan Citizen
 - Friday, April 13
 - Friday, April 20
 - o Neighbourhood Mail will be distributed by Canada Post to all households and businesses in the Municipality of North Cowichan
 - Week of April 16
 - o Invitation to Cowichan Tribes
- Information available
 - o All supporting materials available on Municipality's web site, including:
 - Rezoning application
 - Sound studies
 - Environmental Reports
 - Public Engagement Plan
- In attendance
 - o Professional/technical staff
 - o Motorsport Circuit staff
 - o Municipal representative(s)
- Sign-up sheets for those interested in participating on a Working Committee and their commitment to attend Phase 2 Working Committee meetings
 - o Working Committee Representation: 2 from Sahtlam Neighbourhood Association, 3 residents of North Cowichan, 1 business representative from North Cowichan, 1 municipal representative, 1 non-profit organization representative
- Provide area for attendees to leave their comments
- Summarize all input and circulate to the Municipality

Phase 2 – May

- Purpose
 - o Establish Working Committee
 - o Working Committee to review and comment on rezoning application, raise issues and provide suggestions
- Working Committee meetings to be held at Motorsport Circuit
 - o First meeting (Tuesday, May 8, 7-9 p.m.):
 - Determine membership of Working Committee
 - o Second meeting (Tuesday, May 15, 7-9 p.m.):
 - The history of the Motorsport Circuit, issues and concerns
 - o Third meeting (Tuesday, May 22, 7-9 p.m.):
 - Noise
 - o Fourth meeting (Wednesday, May 30, 7-9 p.m.):
 - Expansion of the Motorsport Circuit
 - o Fifth meeting (Tuesday, June 5, 7-9 p.m.):
 - Wrap-up and recommendations
- Summarize all input and circulate to the Municipality

Phase 3 - June

- Working Committee report-out on the process and summary
- Public Open House
 - o Sunday, June 24th, 2-4 pm
- Notice to Public
 - o Ads will be placed in the Cowichan Citizen
 - Friday, June 15
 - Friday, June 22
- Information Available
 - o All supporting materials available on Municipality's web site, including:
 - Rezoning application
 - Sound studies
 - Environmental Reports
 - Public Engagement Plan
 - o Summary of Working Committee Input
- Municipal representative(s) attending
- Summarize all input and circulate to Municipality

Conclusion of the Public Engagement Process - July

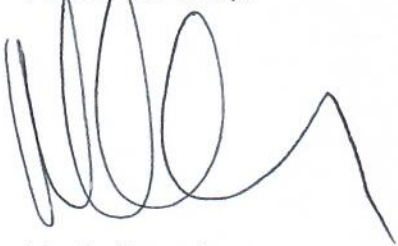
- Prepare Final Summary and Conclusion of Public Engagement
 - o Themes that emerged
- Acknowledge the Audience's views, opinions and concerns and provide feedback on how their input influenced any amendment made to the application
- Submit to Mayor and members of North Cowichan Council
 - o July 6

I understand at the conclusion of this process that Council will then allow for public deputations and a vote on the rezoning application.

If you would kindly review and provide us with the Municipality's input on this draft Communication and Public Engagement Plan, we would be most grateful.

Thank you.

Yours sincerely,

A handwritten signature in black ink, consisting of several loops and a trailing line that ends in a small dot.

Marie Baynton
Director
Community Outreach
Vancouver Island Motorsport Circuit

Community Open House
Vancouver Island Motorsport Circuit
4063 Cowichan Valley Highway

The Vancouver Island Motorsport Circuit (VIMC) has applied to the Municipality of North Cowichan for an Official Community Plan amendment to rezone properties at 4063 Cowichan Valley Highway from a mix of Rural and Industrial to a new Comprehensive Industrial/Recreation designation.

The purpose of the application is to allow for the planned expansion of the existing Motorsport Circuit

The VIMC wishes to engage with members of the public to share the proposal and obtain feedback.

We invite you to drop in to view the proposal, including the design and site plans for the proposed expansion, and share your thoughts with us at either of the Open House dates below. Professionals will be on hand to respond to questions and provide information.

Those interested in participating on a Working Committee are asked to sign-up at either of these Open Houses.

Background Information and application documents can be found on the home page of the Municipality's web site under "Current Community Topics" <http://www.northcowichan.ca>

<u>Date:</u>	<u>Time:</u>	<u>Location:</u>
Tuesday, April 24	7-9 p.m.	VIMC
Sunday, April 29	2-4 p.m.	VIMC