

What We Heard & Crafted Report

OCP Update Phase Two: Visioning

OCP

OFFICIAL COMMUNITY PLAN



Committee of the Whole
November 21, 2023

City of
NELSON

Land Acknowledgment

We acknowledge that Nelson resides on the traditional and unceded territory of the Ktunaxa, the Syilx, and the Sinixt, and is also home to the Métis and diverse Indigenous Peoples. Together, we summon the wisdom embedded in our collective traditions to collaboratively shape a thriving city for both present and future generations. Nelsonites not only inhabit but share a responsibility to steward this land. Our very presence in this city, its vitality, and existence are indebted to the land itself and the rich cultures that have contributed to its development. City planning, including the Official Community Plan, is fundamentally about land—the use of land and connections to cultural practices. With the forthcoming update to the OCP, we aspire to deepen the path of reconciliation, acknowledging and celebrating the First Nations who have stewarded this land for millennia and honoring the Indigenous Communities who proudly call Nelson home today.

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Official Community Plan Update Overview

The City of Nelson is currently updating its Official Community Plan (OCP), a strategic statutory document guiding growth and change over the next 25 years. This phase of the project (Phase Two: Visioning) involves developing a robust community vision for Nelson in 2050 that will serve as the foundation for future planning and decision-making. A well-supported community-driven vision, grounded in best practices, ensures that new programs, policies, and investments align with the diverse needs of both current and future residents.

Purpose of this What We Heard Report

This report outlines the strategy and engagement tactics utilized to shape the Official Community Plan's 2050 vision and promote the project. This report details the process employed to craft the community vision, with the primary tactic used to gather insights from residents being a survey. The survey aimed to capture residents' sentiments about what they love about Nelson, their aspirations for the city in 2050, and their top priorities.



OFFICIAL COMMUNITY PLAN

*Nelson 2050
Leading the way, together.*

Snapshot: What We Did & Next Steps

This section provides highlights of how we listened during public engagement and what we did with the feedback heard.

Diagrams are used to explain the processes implemented to craft the 4 Foundational Values and the proceeding Vision Statement.

The section closes with OCP Update next steps.

Snapshot: What We Did & Next Steps

— How We Listened —

7
City-wide
Pop-Ups

A
dedicated
project
E-mail

1
Advisory
Committee
Workshop

1
Online
Survey

3
Targeted
Pop-Ups



— Touchpoint Highlights —

642
Survey
Responses

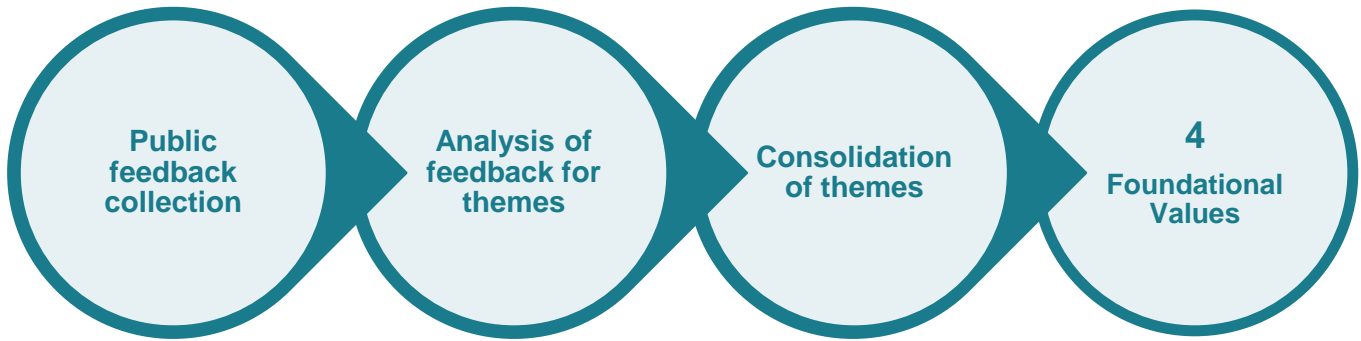
242
Pop-Up
Interactions

1,227
Unique
Website
Visitors

20,082
Social Media
Views



— What We Did with the Feedback Heard —

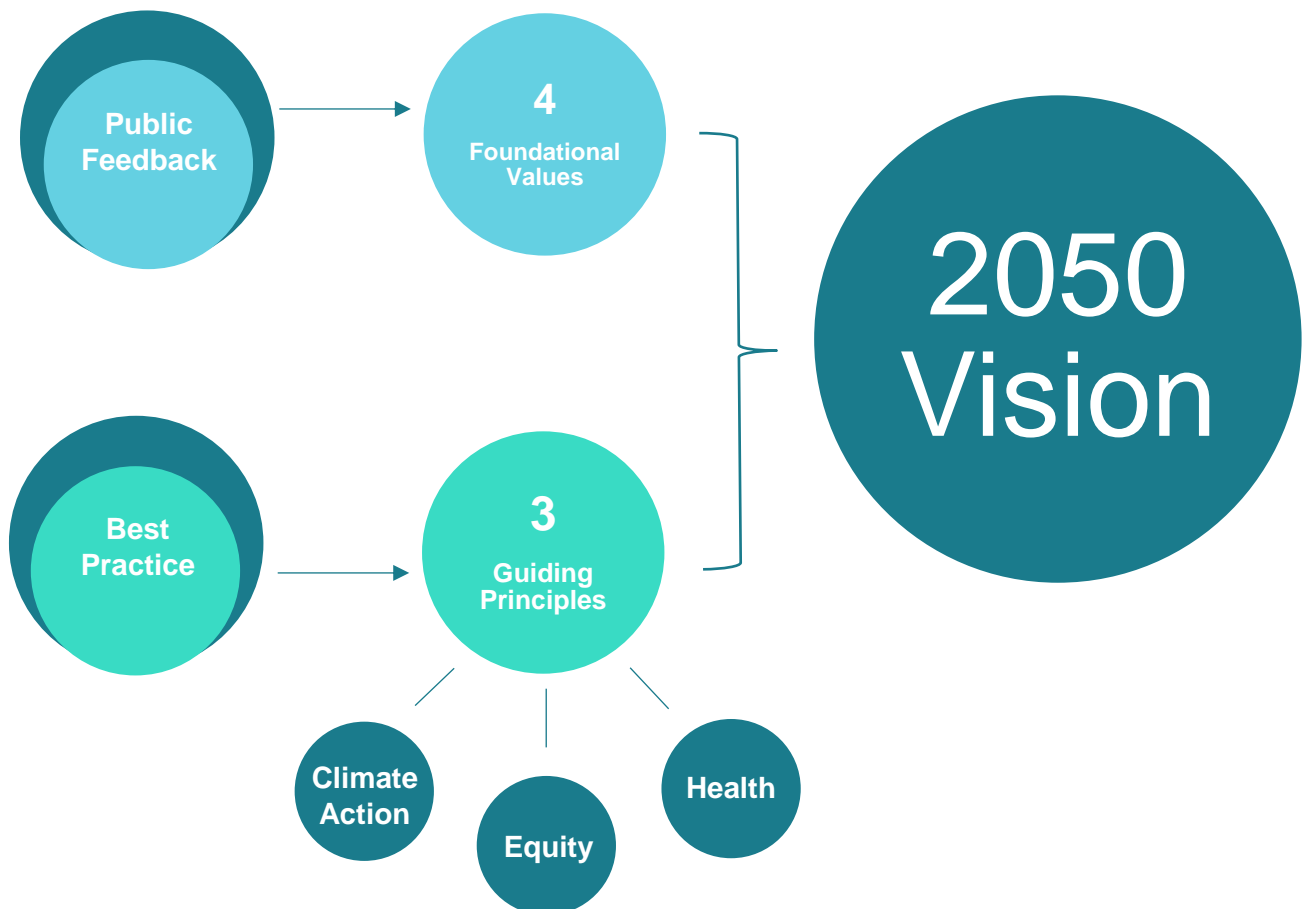


4 Foundational Values	
<p>Charming Buildings, Vibrant Public Space & A Diversity of Cultures</p> 	<p>Year-Round Safe Active Lifestyles & Tourism</p> 
<p>A Welcoming & Compassionate Community</p> 	<p>Regenerative & Climate Resilient Leadership for all Systems</p> 

— What We Crafted —

Nelson 2050 Vision Statement

Our welcoming heritage-rich mountain town is committed to community well-being by prioritizing equity, health and climate action. All Nelsonites are able to find affordable housing, live in walkable neighbourhoods, access efficient cost-effective transit, and meaningfully participate in public life. Our collective choices make us climate leaders, safeguarding and regenerating our ecological, economic and social systems for future generations. Art, education, diverse cultures, reconciliation and recreation enrich our daily lives, infusing our community with an active, healthy and creative spirit that respects and appreciates the land we call home.



Expanded 2050 Vision & 4 Foundational Values

**Charming Buildings,
Vibrant Public Space
& A Diversity of
Cultures**



Nelson's small-town feel is defined by walkable connected neighborhoods, character buildings, plentiful green space, an accessible waterfront and a distinct heritage-rich downtown. Nelsonites thrive with access to big city amenities amidst an awe-inspiring backdrop of mountains and abundant resources including lush forests, meandering streams, and the picturesque Kootenay Lake. Our downtown is a pedestrianized bustling hub for independent businesses, diverse employment, and vibrant public life. Indigenized and culturally diverse public space celebrates our unique sense-of-place. Nelson's flourishing arts scene entices creatives to come learn, live and contribute to our community.

**A Welcoming &
Compassionate
Community**



Our community is welcoming with enough market and non-market housing options for all household sizes, workers and income levels to call Nelson home. Diverse representation is seen by those actively engaged in reconciliation, civic processes and public life. We proudly embody an inclusive, affordable, and compassionate community that cherishes and advocates for the well-being and health of all Nelsonites.

**Year-Round Safe
Active Lifestyles &
Tourism**



We respect and appreciate the land we call home, and the First Nations, who have stewarded and called this land home for millennia. In collaboration with First Nations and Indigenous Peoples, we responsibly steward and protect this land. Our relationship with the land offers all Nelsonites and visitors the opportunity to pursue accessible year-round recreation. Active lifestyles are valued beyond their physical health benefits and are recognized as critical choices to meet our collective climate, equity and affordability goals. We wholeheartedly embrace low-carbon, accessible, cost-effective mobility options and incentivize visitors to do the same through efficient and safe active transportation and public transit infrastructure.

**Regenerative &
Climate Resilient
Leadership for all
Systems**

We take pride in our pristine air, pure water, minimal waste production, and clean local renewable energy by supporting sustainable lifestyles that safeguard our cherished natural surroundings. Nelsonites are climate action leaders that are committed to their community's resiliency, affordability and equity



through individual and collective actions. Growing sustainably through compact dense forms is recognized as not only a necessary step to provide more housing, but also as a way to protect our small-town feel and ensure successful uptake of multi-modal infrastructure. By integrating innovation and equitable climate action in all systems - economic, social and ecological - we seek to improve opportunities and resources for everyone today, while ensuring they regenerate for future Nelsonites.

— OCP Update Next Steps —



Building on the progress achieved throughout this public engagement period, the Official Community Plan (OCP) Update will transition from **Phase Two: Visioning** to **Phase Three: Policy Review and Development**. This next project phase will develop the directions we need to get to our desired future as outlined in the 2050 Vision Statement. This process will be a collaborative effort with ongoing community engagement as we continue *leading the way, together*.

The next steps in the process are:

- 1. Wrap-Up Visioning:** Determine Foundational Value priorities and analyze solutions from public feedback using the 4 Foundational Values and 3 Guiding Principles.
- 2. Complete Best Practice Review:** Undertake a comprehensive review of policy best practice for OCP topic areas.
- 3. Review Existing OCP Policies:** Conduct a thorough analysis of existing policies to ensure alignment with the 2050 Vision, Foundational Values and Guiding Principles.
- 4. Engage on Policies with the Public:** Seek public input in the spring of 2024 on priorities and policy direction analysis.

How We Communicated

This section provides an overview of the communication approach and details the communication methods employed to raise awareness of the OCP Update and engagement opportunities.

How We Communicated

Communication Approach

Communication of the engagement opportunities was carried out through a multitude of online, print & radio methods. Interest holder identification helped the project team identify not-for-profits working with equity-deserving communities. The label “Community Change Agents” (CCAs) was used to describe these organizations as well as other organizations advocating for change and best practice in an area of Official Community Plan influence. Social media materials were shared directly with the CCAs to leverage their networks for communication. Examples of success through this method include the Nelson and District Chamber of Commerce posting about the survey on Instagram, the Columbia Basin Alliance for Literacy Newsletter and a post on the Nelson Filipino Community Society of BC Facebook group. At the July 20th Advisory Committee Meeting, survey respondent demographics were reviewed against Nelson’s general population demographics. The project team highlighted the discrepancy in the low proportion of respondents 30 years or younger compared to the proportion in the general population. Advisory committee members supported coasters and an online contest as ways to promote the survey opportunity to this demographic.

Communication Methods



- Project information on the June 2023 city-wide waste schedule mailout.
- 1 Nelson Star newspaper advertisement.
- 1 Kootenay Co-op Radio interview.
- 45 Direct emails to CCAs that included shareable social media content, printable posters and printable surveys.
- 5 Direct emails & 3 phone calls to First Nations and Indigenous Organizations.
- 4 Direct emails to City committees and boards.
- Direct email to LV Rogers High School.
- 2 OCP Update E-Panel Check-ins (July 18 and August 18) that included shareable social media content, printable posters and printable surveys.



Continued on the next page...



- 10 Social media videos and posts on Instagram and Facebook.
- 170 likes and 47 reshares of the 2050 Vision Survey Instagram Contest.
- 1 advertisement at the Civic Theatre.
- 45 Sidewalk decals placed around the city.
- 500 Pulp-board coasters distributed to local pubs and eateries.
- 7 In-person city-wide pop-ups and 3 with targeted equity-deserving communities.
- Dedicated project website (Nelson2050.ca) and e-mail (OCP@nelson.ca).



Example of the sidewalk decal design.



Example of the coaster design (pulp-board coasters were used).



Example of the printable poster shared with interest holders via e-mail.



Example of the Instagram Contest post.

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How We Listened

This section provides an overview of the engagement approach and details the engagement tactics employed to collect feedback.

How We Listened

Engagement Approach

Public Engagement for Phase Two of the Official Community Plan Update was approached at the “Involve” level of engagement, as defined by the International Association for Public Participation (IAP2). “Involve” engagement provided the project team with a goal to:

Work directly with the public to ensure that public concerns and aspirations are correctly understood and considered.

The “Involve” level of engagement committed the project team to:

Work with the public and ensure that their concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how the public influenced the decision.

To engage the public in a way that the project team could understand their concerns and aspirations to inform the Official Community Plan’s Vision Statement, the project team utilized dynamic, wide reaching and targeted tactics such as an online survey, city-wide and targeted pop-ups, inquiry responses, and activities with the Official Community Plan Update Advisory Committee. Targeted pop-ups and printed surveys were offered to equity-deserving communities to help overcome any barriers.

Engagement Tactics

▪ Inquiries (E-mail and Phone)

Altogether five e-mail inquiries and one phone inquiry were received during the engagement period. Inquiries received through the dedicated project e-mail (OCP@nelson.ca) were mainly responses to E-Panel check-ins.

▪ City-wide Pop-Ups

The project team popped-up at city destinations to promote the online survey, to share project information, to ask participants what they love about Nelson and what vision they have for Nelson in 2050. The downtown Wednesday Farmers Market was attended by the team bi-weekly throughout the summer and correlated with an increase in survey responses that day. Altogether there were 175 interactions at the city-wide pop-ups.

City-wide destinations:

→ *Downtown Farmers’ Market, Public Library, Chat in the Sand at Lakeside Park*

Continued on the next page...

▪ Targeted Pop-Ups

The project team attended events at Selkirk College and the Lakeview Seniors Residence to ensure these equity-deserving communities (seniors, students) were aware of the survey opportunity and had a chance to tell the team what they love about Nelson, what they find challenging and what kind of city they think Nelson should be in 2050. The pop-up with The Coordinated Access Hub (Nelson Cares) community occurred after the online survey had closed so poster boards were made for participants to identify the priorities that they thought the project should focus on. Altogether there were 67 interactions at the targeted pop-ups.

Equity-deserving communities:

- *Lakeview Seniors Residence BBQ – July 21, 2023*
- *Selkirk College Student Get Connected Event – September 6, 2023*
- *The Coordinated Access Hub (Nelson Cares) – September 20, 2023*

▪ Online Survey – Nelson 2050 Vision Survey

An online survey was made available to the public from July 6 to September 17, 2023 and 642 responses were received. A printable paper version of the survey was available upon request and sent to CCAs.

▪ OCP Update Advisory Committee Workshop — October 16, 2023

For the workshop, the project team created a “What We’re Hearing Report” and presented the Advisory Committee with initial findings from the Online Survey and the Targeted Pop-Up at the Coordinated Access Hub.

Examples of three different vision statements were provided to show a range of vision statements and to illustrate that there is no standard way of creating principles or visions.

The Advisory Committee was separated into three groups and given approximately one hour to draft a vision statement and/or principles using the preliminary public feedback. At the end of the one hour, groups shared their visions with the project team and explained their creation process.

Afterwards, the project team provided the option for individual committee members or groups to submit other visions with rationale. A deadline of Sunday November 5th was set and four submissions were received.

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Who Shared Their Voice

This section provides an overview of equity-deserving communities engaged, the online survey demographic results and the Advisory Committee representation. Demographic information was not collected at city-wide pop-ups or through inquiries.

Who Shared Their Voice

City-wide & Targeted Pop-Ups

Approximately 242 people participated in the city-wide and targeted pop-ups. Demographic information was not collected. Targeted pop-ups were held with three equity-deserving groups: seniors, college students and individuals experiencing houselessness/unemployment.

▪ Lakeview Seniors Residence BBQ – July 21, 2023

A project representative attended a barbeque at the private Lakeview Seniors Residence with Mayor Morrison. The barbeque was for residents and their friends/family. Participants were given project information and leaflets were distributed that had a survey QR code and the project website.

▪ Selkirk College Student Get Connected Event – September 6, 2023



Project representatives attended Selkirk College's Get Connected event for Selkirk students. Various College initiatives and community organizations were present. Project information and the survey engagement opportunity was provided to participants, feedback was collected through interactive poster boards, and the project's Nelson 2050 Vision Survey Instagram Contest was promoted.

▪ The Coordinated Access Hub (Nelson Cares) – September 20, 2023

Project representatives visited the Coordinated Access Hub run by the Nelson Cares Society. The Hub is a service opened seven days a week for anyone looking for a respite. It is optimized by having many providers on-hand (harm reduction supplies, employment search assistance, and health services etc.). Interactive poster boards were used to collect feedback from conversations with Hub staff and drop-in visitors.



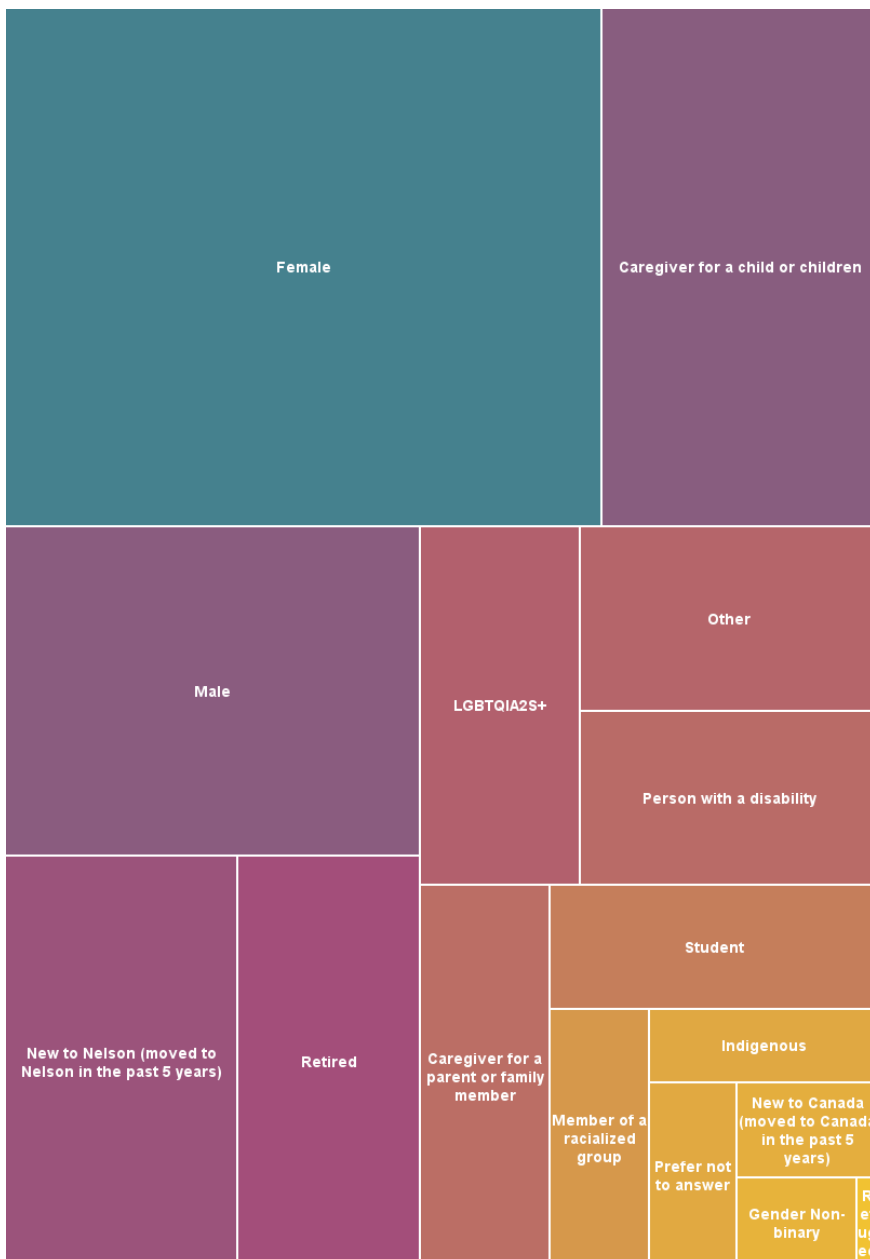
Who Shared Their Voice

Online Survey – Nelson 2050 Vision Survey

Questions 10-14 from the online Nelson 2050 Vision Survey asked for demographic information. Below is a synopsis of the responses received for each question.

Q10. Do you consider yourself any of the following? Select all that apply.

Summary: 54 Skipped, 588 Completed.



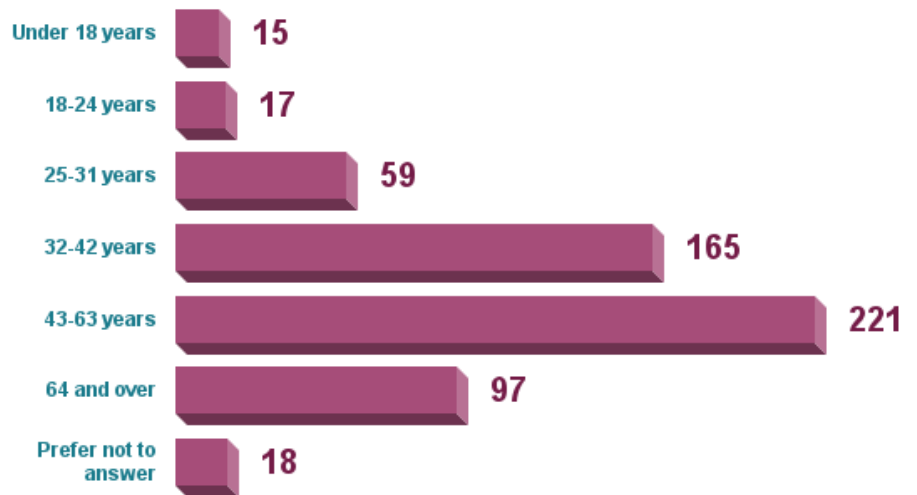
Female	350
Caregiver for a child or children	161
Male	158
New to Nelson (moved to Nelson in the past 5 years)	111
Retired	86
LGBTQIA2S+	65
Other	62
Person with a disability	59
Caregiver for a parent or family member	56
Student	46
Member of a racialized group	29
Indigenous	19
Prefer not to answer	18
New to Canada (moved to Canada in the past 5 years)	15
Gender Non-binary	13
Refugee	2
TOTAL	1,251

The majority of the 62 responses that selected “other” described themselves as long-time locals and/or by employment type. Other unique identifications included recreational pursuit, percentage of income spent on shelter, and religious belief.

Q11. Please indicate your age group.

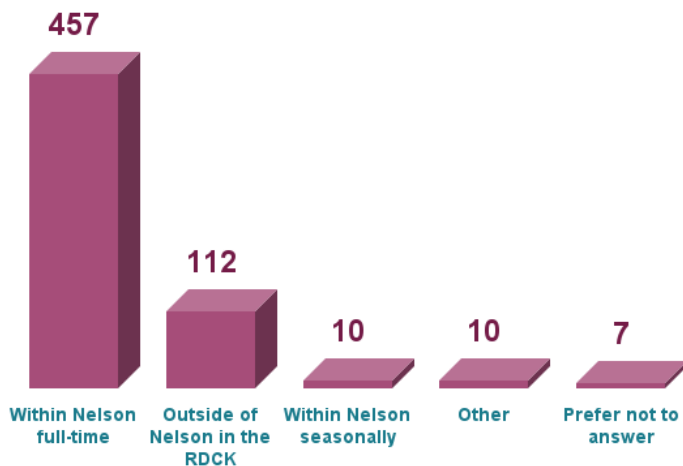
Summary: 50 Skipped, 592 Completed.

Respondents 18-31 years of age made up approximately 12% of total survey respondents. Compared to Nelson’s general population the 20-34 age group makes up 20.4%. This gap is commonly seen in municipal public engagement and was also assessed at the July 20th Advisory Committee meeting where committee members supported coasters and an online contest as ways to specifically promote the engagement opportunity to this age group.



Q12. Where do you live?

Summary: 47 Skipped, 595 Completed.



Approximately one out of five survey respondents lived outside of Nelson in the Regional District of Central Kootenay (RDCK). This demonstrates the significance of Nelson as a regional hub for the Central Kootenays and may allude to the pressures of regional commuters on city traffic and parking.

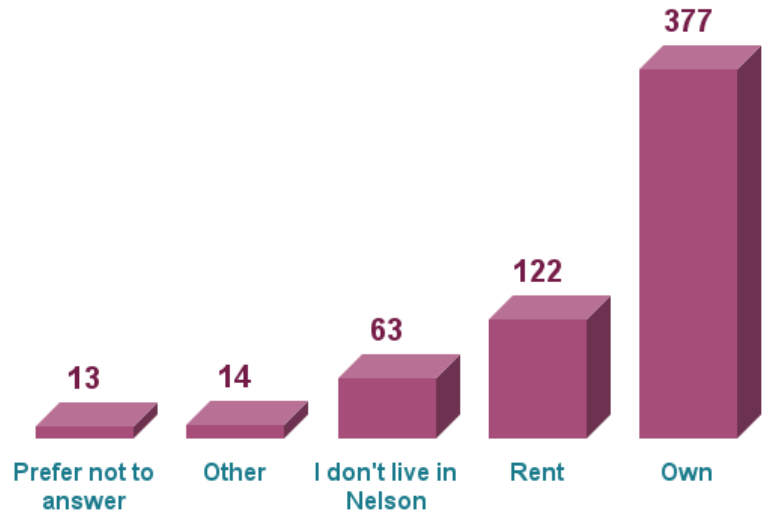
Among the 10 responses that selected “other”, some self-described locations included an area within Nelson, desire to live in Nelson, or issues finding housing that forced them to move out of Nelson.

Q13. If you live in Nelson, do you (or someone in your family) own or rent your home?

Summary: 53 Skipped, 589 Completed.

The majority of the 589 survey respondents (approximately 64%) identified as homeowners and only 21% identified as renters. When compared to the general population, renters make up approximately 37%, highlighting a gap of approximately 16%.

Among the 14 responses that selected “other”, some self-described housing tenure included living with family that own, owning and renting, renting a room, as well as low-income housing.



Q14. What type of housing structure do you live in?

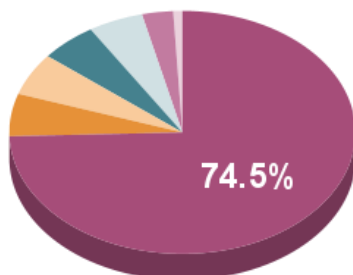
Summary: 58 Skipped, 584 Completed.

The majority of survey respondents identified as living in a single-family home or duplex which are types of low-density housing developments. For more information on housing types, click to view the following resource:

[OCP Update 1-Pager: Infill Housing](#)

Also available on: Nelson2050.ca

Of the 29 responses that selected “other”, some self-described housing structures included manufactured homes, non-market housing, bedrooms, co-housing, triplex, and strata developments.



- Single-detached house or duplex
- Basement Suite
- Other
- Townhouse/Rowhouse
- Apartment/Condo
- Prefer not to answer
- Laneway home

Who Shared Their Voice

OCP Update Advisory Committee

The OCP Update AC was established as a crucial way to ensure that the updated Official Community Plan reflects the community's values, aspirations, and priorities by acting as a sounding board and bringing public concerns to the team. The committee helps bridge the gap between the City and the community, promoting transparency and open communication.

Comprised of the Mayor, and two Councillors, and 12 diverse community members with varied backgrounds and perspectives, the committee has been meeting regularly since June 2023. The committee participated in a vision workshop at the October 16th meeting.



Members from left to right:

Becky Quirk, Edward Gregory, Lara Hoshizaki, Rod Taylor, Mayor Morrison, Robin Rowley, Peter Ward, Sydney Black, Abhilash Bhasin, Councillor Payne, Paul Cowan
Absent: Andrew Deans, Karen Hagen, Matt Fuhr, Councillor Woodward

What We Heard – Main Themes

This section provides an overview of the main themes heard from each engagement tactic utilized to collect public feedback.

For a summary of the main themes, please refer to the 4 Foundational Values in the Snapshot section of this report.

What We Heard – Main Themes

Inquiries

6 individual inquiries were received by the project team during the engagement period. General sentiments consisted of questions regarding the OCP Update Advisory Committee, survey issues, misunderstandings of how an Official Community Plan differs from a Climate Action Plan and advocacy (cycling infrastructure/funding and removing “red tape” for affordable housing).

What We Heard – Main Themes

City-wide Pop-Ups

129 comments were collected on sticky notes during the pop-up and have been analysed for general sentiments. The comments are grouped into three categories.

20 Comments Expressing Love/Like

“Amazing vibrant historic downtown”

- Arts & Events
- Amenities
- Housing
- City Governance & Services
- Historic Downtown
- Beauty & Charm
- Parks & Open Spaces
- Public Realm
- Sense of Place
- Walking, Biking & Transit Infrastructure

80 Comments with Ideas for Change

“Better public transit, bike routes, safer sidewalks”

- Improved Amenities
- More funding for Arts
- More Attainable Housing
- Improved City Governance & Services
- Expanded Commerce
- Protected Heritage Feel
- Improved Human Health Supports
- Improved Infill Design
- Expanded & Enhanced Parks
- Improved Public Realm
- Increased Recreation Options
- Supports for Sense-of-Place
- Need for City Universal Accessibility & Equitable
- Expand & Improve Multi-Modal Options

29 Comments Expressing Dislike

“Housing is a challenge”

- Lack of Housing
- City Governance & Services
- Cost of Living
- Public Health Issues
- Public Realm
- Safety
- Concerns for Vulnerable People
- Current Transit Service

What We Heard – Main Themes

Targeted Pop-Ups

The targeted pop-up at the Coordinated Access Hub was held after the online survey had closed. To capture similar feedback, poster boards were created for participants to rank priorities. This feedback was analysed separately from other targeted and city-wide pop-ups.

i. The Coordinated Access Hub Community (Nelson Cares) – September 20, 2023

25 comments were collected on sticky notes during the pop-up and have been analysed for general sentiments. Poster boards were made for the event to understand what the community values as top-priorities for the OCP Update.

General sentiments from comments collected on sticky notes:

“How can we be a community, and a just society, if we are leaving people behind?”

“In 2050, Nelson is a compassionate city.”

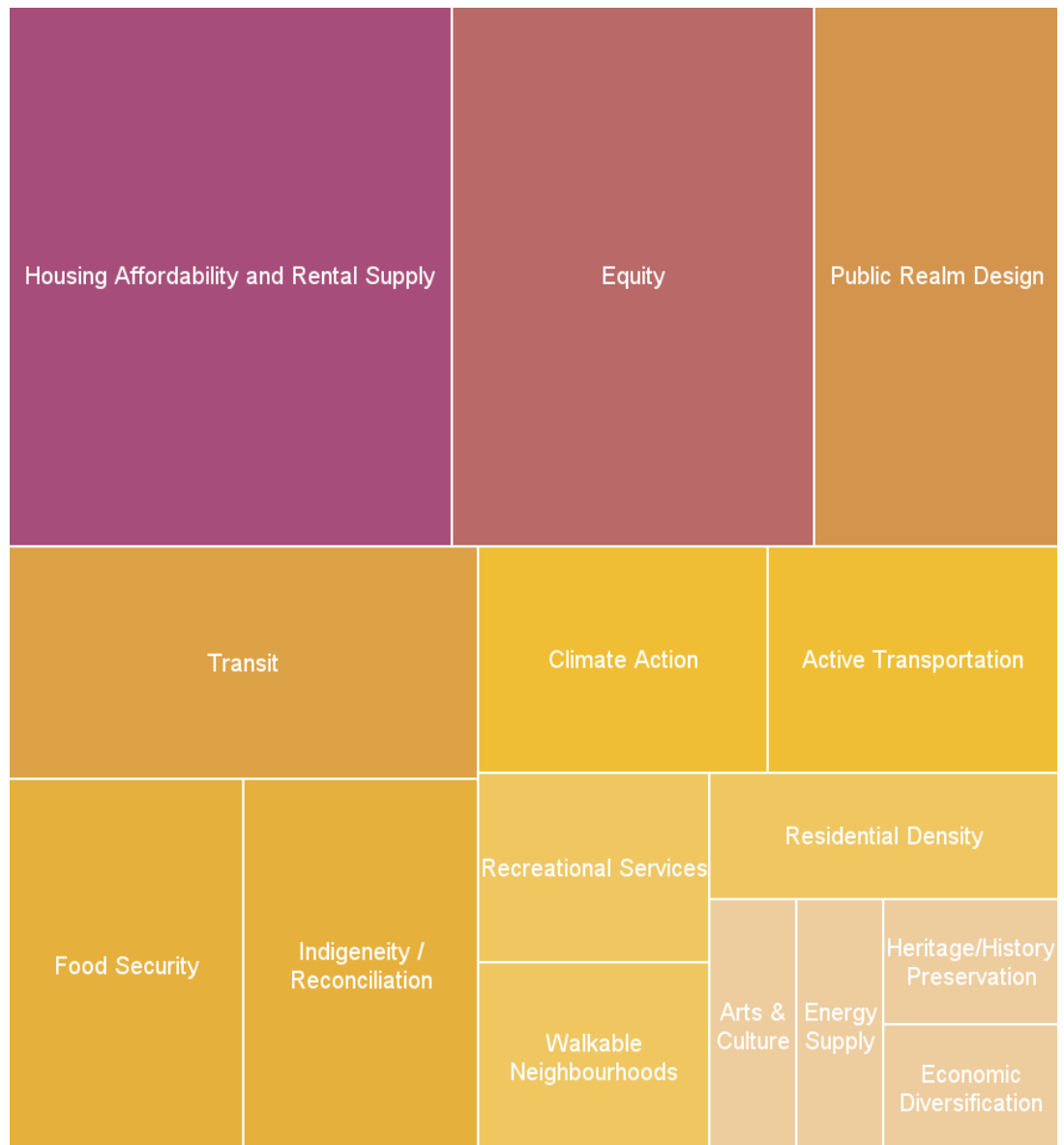
- Pop-Up Participants at The Hub

- **Basic Needs** – Ensuring all Nelsonites have their basic necessities met with food and shelter is a top priority.
- **Transit** – Improving transit within town and to regional destinations.
- **Community** – Breaking down the stigma of “the other” between the majority of Nelsonites and the minority of Nelsonites dealing with homelessness is seen as important for improving the feeling of community. One participant expressed that she feels she doesn’t belong after the City removed temporary dwellings and permanently prevented the ability from using the space.
- **Food Security** – Addressing the loss of food providers for our homeless community.
- **Informal History Preservation** – Recognizing and celebrating Nelson’s historic and unique green economy and other informal pieces history that have added value to Nelson’s arts/culture.

Priorities identified using stickers in the shapes of dots:

Participants were each given 7 stickers and in total 59 rankings were made. **Housing Affordability and Rental Supply** and **Equity** were the top two topics the community identified as priorities for the OCP Update project. Topics that did not receive any stickers included: **Utility Infrastructure, Ecosystem Health, Disaster Mitigation and Management, Development Containment,** and **Parks and Sports Fields.**

Human Health was regrettably left off the list of options by error.



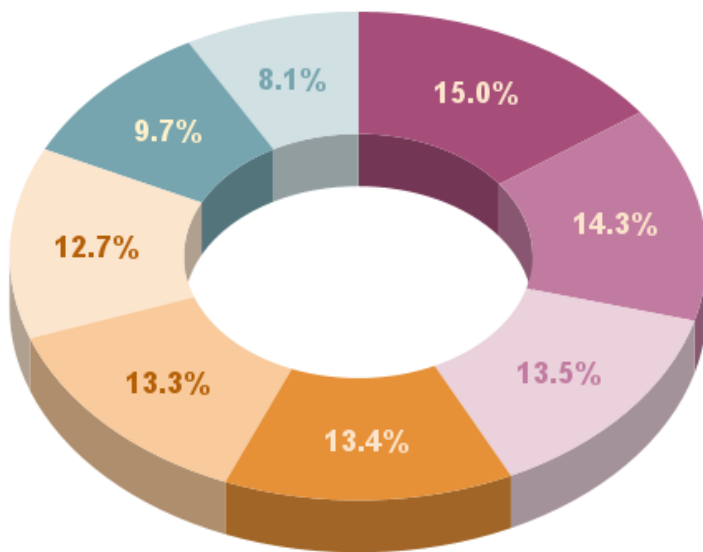
What We Heard – Main Themes

Online Survey – Nelson 2050 Vision Survey

Q1. The City of Nelson developed the following plans and strategies with public input. Please indicate with a checkmark which ones you are familiar with.

Summary: 174 Skipped, 468 Completed.

From the 468 responses, familiarity with previous plans and strategies was split with respondents being the most familiar with the Active Transportation Plan Update (2019) and the last Official Community Plan (2013). Respondents were least familiar with the Community Action Strategy to Reduce Poverty (2021) and the Path to 2040 Sustainability Strategy (2010). Since there was not an option to select “none” it is unknown if the 174 survey respondents that skipped the question were unfamiliar with all of the plans and strategies listed.



- **Active Transportation Plan Update (2019)**
- **Official Community Plan (2013)**
- **Raintown Sustainable Neighbourhood Action Plan (2016)**
- **Sustainable Waterfront and Downtown Master Plan (2011)**
- **Nelson Next (2020)**
- **Housing Needs Assessment (2020)**
- **Path to 2040 Sustainability Strategy (2010)**
- **Community Action Strategy to Reduce Poverty (2021)**

Q2. What do you love most about Nelson?

Summary: 30 Skipped, 612 Completed. Over 1,700 unique thoughts.

1,723 unique thoughts were identified from the 612 responses received. For each response, only the first five unique thoughts were analysed and 17 main themes emerged. The main themes have been grouped into 5 categories and are summarized below.

1. Nature

- Natural Beauty, Surroundings & Access to Nature
- Outdoor Lifestyle & Recreation
- Parks, Trails & Trees
- Beauty
- Climate Change Action, Sustainability, and Environmental Protection Initiatives

Our community has a strong connection and love of nature, from the natural beauty that surrounds us to the pristine landscape and serene waterfront. We treasure the accessibility to nature, as it allows us to embrace an outdoor lifestyle filled with recreational adventures in our lush parks, along scenic trails, and beneath the beautiful trees that line the streets. Our commitment to preserving this beauty is not just about aesthetics; it's a testament to our dedication to climate change action, sustainability, and environmental protection initiatives, ensuring that our love for nature endures for generations to come.

2. Vibrancy

- Rich Arts & Culture
- Vibrant Downtown & Baker Street
- Historic Charm & Architecture
- Small-Town Charm
- Independent Businesses
- Great Food, Breweries & Coffee shops

Our vibrant town pulsates with a unique blend of culture, heritage, and a bustling city center. Amidst the breathtaking natural beauty that envelopes us, we also revel in a rich arts and culture scene that inspires creativity and innovation. Our historic downtown and charming Baker Street serve as a vibrant hub where history merges with contemporary life. Small-town charm, the heartbeat of our community, prevails even as we embrace

independent businesses, great food, breweries, and cozy coffee shops that add layers of flavour and character to our lively city.

3. Community & Identity

- The People
- Eclectic, Weird, Unique
- Community Spirit and Sense of Belonging
- Diverse and Inclusive

Our community is a tapestry woven with the threads of diverse individuals who celebrate their eclectic, weird, and unique qualities. It's a place where the spirit of unity, inclusivity, and belonging thrives, fostering deep connections and a genuine sense of community.

4. Convenient Multi-Modal Options

- Walkable/Bikeable & Compact Form

In our town, mobility is not just a means of getting from place to place; it's a lifestyle. Our community values the walkability and bikeability. Our compact urban design facilitates, eco-friendly multi-modal transportation options.

5. Facilities & Services

- Services and Amenities

Our town takes pride in providing top-notch services and amenities. From healthcare to education, recreation to retail, we value access to essential services that are vital for a thriving community. Our dedication to maintaining and improving these facilities ensures that everyone in our town enjoys a high quality of life.

Word Cloud: All responses from Question 3 were entered into a word cloud before being themed.



Q3. What are 3 Words you would use to describe your vision of Nelson in 2050?

Summary: 28 Skipped, 614 Completed.

Word 1 = 614 Responses

Word 2 = 612 Responses

Word 3 = 608 Responses

All 1,836 responses were used to generate the word cloud on the previous page. From an analysis of all responses, 18 main themes emerged. Those main themes have been grouped into 6 categories and are summarized below.

1. Regenerative

In 2050, Nelson is a green and resilient city with many of its Nelson Next (2020) climate actions implemented. While working towards sustainability, the connections of all systems are not just sustained, but are able to regenerate ensuring resources, natural systems and open spaces are abundant.

2. Accessible, Affordable, Multi-Modal, Leader

In 2050, Nelson is a remote small-community **leader** in **accessibility** and **affordability**. Nelsonites and visitors are able to easily and cost-effectively utilize **transit** and **active transportation** options to get around town and to regional destinations. **Walking and rolling** infrastructure has been well-maintained and expanded. More low-impact home businesses are able to open which enables everyone, regardless of mobility levels, to walk/roll when commuting for essentials like childcare, a haircut or coffee. Nelson's continued commitment to **innovation** and **progressive** policies has sustained its reputation as a **leader** in the Kootenays, ensuring it is a place that everyone wants to visit, and its workers call home.

3. Artistic, Heritage, Positive, Vibrant

In 2050, Nelson is an **artistic hub** where creatives are able to enjoy a good quality of life and world-class facilities. With its **thriving** arts scene, festivals, and **recreation** opportunities, Nelson is a **prosperous** year-round **tourist destination**. It is **beautiful** and **peaceful** in all seasons and is well-known for its well-maintained **heritage** buildings that have

preserved its **character/sense-of-place**. Tangible and intangible **heritage**, such as Nelson's history as homeland to Sinixt, the Syilx, and the Ktunaxa, are celebrated through festivals and the built environment adding to Nelson's **vibrancy**.

4. Community-Oriented, Diverse, Inclusive, Welcoming

In 2050, Nelson has a strong **community** identity where all residents feel that they belong and have community **support** to turn to in times of difficulty and **houselessness**. **Cultural, ecological** and **economic diversity** are strengths and cornerstones to the city's vitality. Nelson is **inclusive** of its **diverse** population and provides **opportunities for everyone** to enjoy **public space** and participate in **public life** by identifying and removing any barriers faced due to age, gender, ethnicity or ability. **Friendliness**, and City support for **diverse** community events, ensure Nelson is a place where everyone is **welcome**.

5. Clean, Healthy, Safe

In 2050, Nelsonites take pride in pitching in to help keep Nelson **clean** and to help make Nelson a **firesmart** city. The city is a leader in **fire safety, cleanliness** and public hygiene. Public washrooms are inviting and **safe**. Nelson's community strength, and commitment to **health and safety** for all, ensures that its houseless community is able to feel that they belong to a wider community and have dignity, which in turn helps them move forward and find support. There are enough resources that everyone is able to access mental, addiction and physical **healthcare** supports. Nelsonites are **active** and the city's built environment allows all mobility levels to look after their health through daily free accessible physical **activity**.

6. Other

The majority of responses in this category were too vague to fall neatly into one of the main theme categories above (examples of vague responses include "transportation", "small" and "independent"). Comments that took a negative view of Nelson in 2050 were also placed into this category accounting for a total of 22 responses.

Q4. What are 3 challenges that need to be addressed by the City of Nelson to ensure everyone can thrive in how they live, work, and play in 2050?

Summary: 15 Skipped, 627 Completed.

Challenge 1 = 627 Responses

Challenge 2 = 613 Responses

Challenge 3 = 585 Responses

From an analysis of all 1,825 responses, 8 main themes emerged with some responses falling under two or more main themes. The main themes are summarized below.

1. Addressing Health & Social Issues

- Health
- Houselessness
- Addiction
- Safety
- Equity

There is concern for the health of fellow Nelsonites dealing with addiction and for the decreasing access to medical resources/professionals that provide physical and mental health care. Some responses expressed a fear of community polarization and a yearning for everyone to feel safe. Poverty and growing houselessness are seen as urgent issues.

2. Managing Civic Spending & Governance

- Parking
- Waste
- Ecological Harm
- Crisis Response
- Public Engagement

Many responses express concerns with budgeting, taxes, and slack of support for non-profits. Some responses about addiction and housing supply/affordability see the issues as needing a crisis response. There is some dissatisfaction with the City of Nelson's public engagement, reporting and transparency. Parking issues are seen as scarcity in the downtown and high-cost. Addressing waste, and preventing any ecological harm associated, is seen as an urgent issue.

3. Encouraging a Modal-Shift & Traffic Reduction

- Transit
- Active Transportation
- Car-Dependence
- Traffic
- Pedestrianization

“Cars need to take a back seat. Put pedestrians and cyclists first. The city is so car-centred that pedestrians have to navigate suddenly-ending sidewalks, sidewalks with large curbs that aren't wheelchair friendly, and a lack of bicycle infrastructure.”

Improving transit efficiency within the city and to regional destinations is seen as necessary to enable traffic reduction and to make a modal-shift accessible for people of all mobilities. Car-dependence is seen as a barrier and vehicle traffic is seen as an urgent issue. Encouraging active transportation was put forward as a way to decrease vehicle traffic and some responses advocated for the creation of more cycling and walking infrastructure. A few comments saw removing personal vehicle use from Baker Street, as a way to reduce traffic and strengthen Nelson's identity.

4. Helping Everyone Live Affordably

- Housing
- Cost of Living
- Food Access
- Equity

Affordability is a top concern for survey respondents and is seen as an urgent issue to address so we can ensure everyone can thrive in 2050. Housing is seen as unaffordable and there is concern about how all workers (full-time, seasonal, service-industry etc.), and all income levels, will continue to be able to find affordable housing rentals and ownership within the city. Some comments expressed that the cost of living generally is going up and, in the same vein, some are fearful about decreasing access to affordable food.

5. Growing Sustainably

- Economic Development
- Public Space Access
- Water
- Sustainability
- Growth

A top concern is ensuring that growth leads to a diverse economy and more jobs for workers of all ages and abilities. Many responses are fearful of losing access to the waterfront and wanted public space and open space to be enhanced and increased as we grow. Concern was raised regarding access to local food and decreasing opportunities for local food operations. Some comments saw gentrification as an urgent issue as well as transitioning our energy use from fossil fuel sources to renewable energy and ensuring new development is following emission reduction best practice. In terms of the city's built form, a few responses wanted more opportunities for childcare and denser building forms.

6. Ensuring Adequate Housing for All

- Affordability
- Supply
- Equity
- Low-Income Housing

Addressing housing affordability is seen as an urgent issue. The current housing supply is perceived as inadequate for the community's needs. Emphasis throughout the responses is placed on housing inequities and the housing needs of equity-deserving groups (students, seniors, low-income etc.). Some responses expressed a desire for more dense and diverse housing forms. A few comments label this as a housing crisis and other comments want more limitations on short-term rentals.

7. Strengthening Nelson's Identity

- Arts/Culture
- Downtown
- Urban Design
- Public Realm
- Waterfront

Many responses express a need for increased arts and culture community

support. Fear is expressed about two of Nelson's beloved features: the downtown and the waterfront. There is concern about the downtown's safety and vibrancy with increased vehicle traffic. A few comments saw removing personal vehicle use from Baker Street, as a way to reduce traffic and strengthen Nelson's identity. Some comments wanted better urban design that would prevent the loss of public waterfront access. Nelson's character is seen as being jeopardized with new development replacing heritage/character buildings. Protecting and enhancing existing public space and green space is suggested as a way to also protect Nelson's identity.

8. Addressing Climate Change

- Climate Change
- Fire
- Mitigation
- Emissions

Climate change is seen as a top issue by survey respondents. Adaptation and mitigation action is urged, and an emphasis is placed on Nelson becoming resilient to climate change. Many comments identified wildfire as an issue needing more effort from the City to encourage public safety and ensure new development follows fire safety best practice. Water scarcity is also seen as an urgent impact to address. Mitigating GHG emissions from vehicles and buildings is urged along with transitioning fuel sources from fossil fuels to renewable energy.

Q5. To address the challenges that you listed, what do you see as 3 possible solutions?

Summary: 40 Skipped, 602 Completed.

Solution 1 = 602 Responses

Solution 2 = 580 Responses

Solution 3 = 550 Responses

Question 5 has not been analyzed for this What We Heard report, but will be analyzed and reported on in a separate public document. For more information on project next steps, please refer to the [Snapshot: What We Did & Next Steps](#) section at the beginning of this report.

Below are a range of quotes from Question 5:

"Multi-units with rent control"

"Build a gondola from town to WH2O"

"Climate Friendly incentives to reduce emissions"

"Put restrictions on property size so no more giant mansions are built"

"Build parkades near downtown"

"Focus resources and research into BIPOC, 2SLGBTQ+, crip, queer, feminist, and Indigenous activities and communities; public education and outreach"

"Drop the egos. Look, listen. There was a beautiful culture here for so long before you came and ruined it."

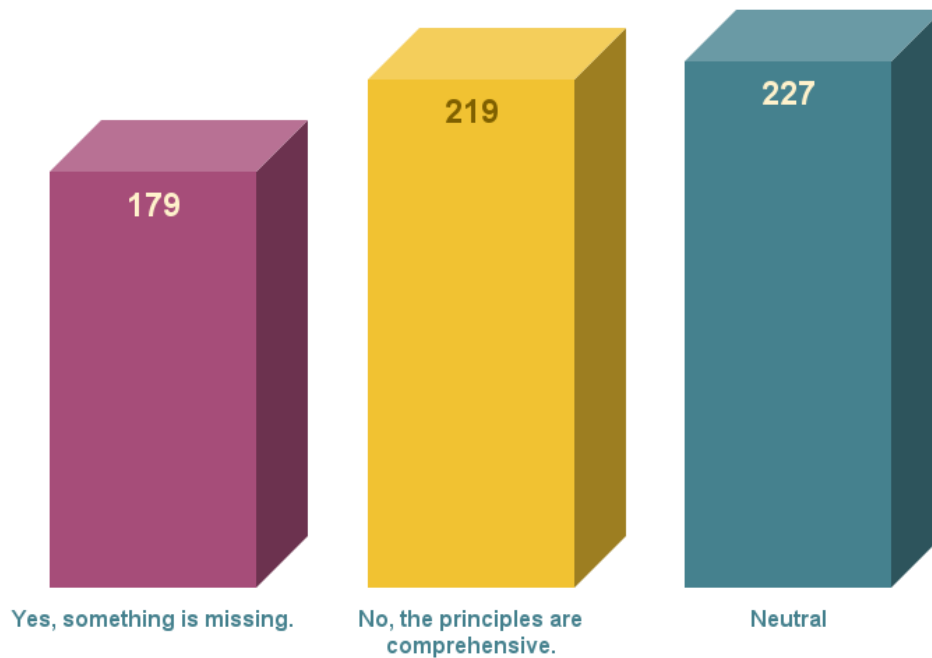
"Build housing above the youth centre"

"Zoning to encourage higher density units with a certain per cent rented / sold below market value, with a caveat to prevent "flipping" the property to a high price market."

"Create a fund for residents to subsidize other residents healthy living – this will lead to a happier community overall because of the giving spirit."

Q6. To guide its vision, the current Official Community Plan (2013) uses the 5 Sustainability Principles outlined in the Path to 2040 Sustainability Strategy (2010). These principles are also used in the City’s climate action plan Nelson Next (2020). Is there anything missing from the 5 Principles or anything you would like to add to them?

Summary: 17 Skipped, 625 Completed.



Overall, respondents were neutral or thought the principles were comprehensive. Less than one third of respondents thought that the principles had something missing. Respondents that selected something was missing were opted-in to answering Question 7.

Q7. What is missing from the 5 Principles or should be added?

Summary: 470 Skipped, 172 Completed.

Question 7 was an optional question for survey respondents who answered “Yes, something is missing.” for Question 6. Of 179 respondents that selected something was missing for Question 6, 172 provided a response for Question 7. Through the analysis 5 main themes emerged.

5 Principles from the Path to 2040 Sustainability Strategy (2010) & referenced in the current OCP:

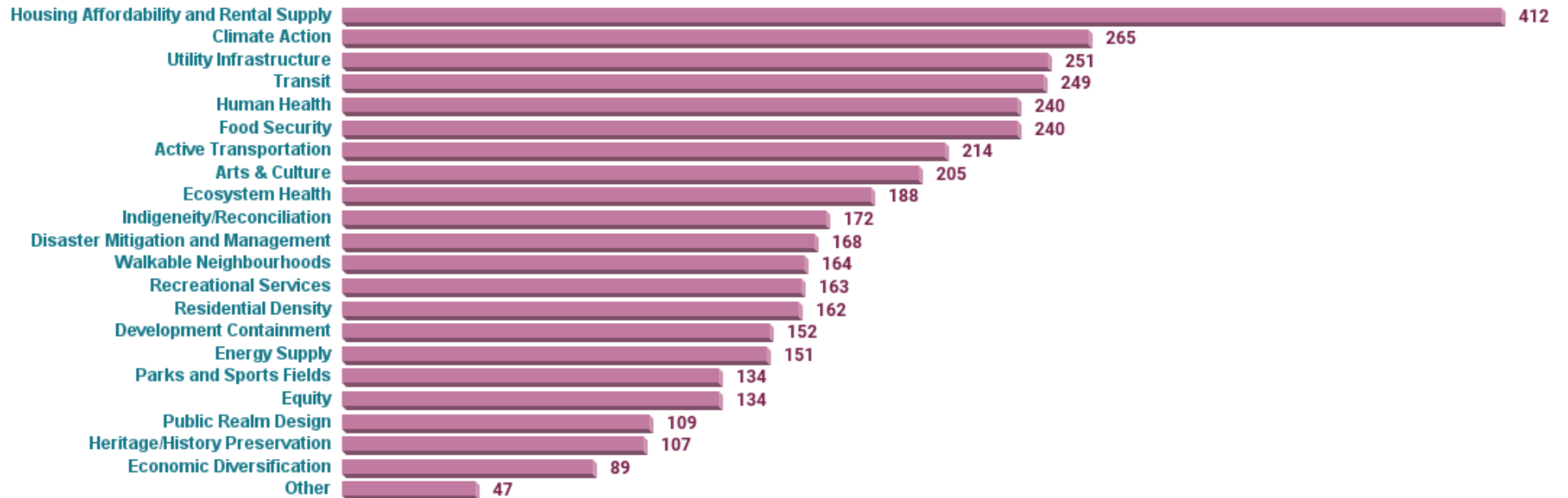
1. **Cultural Strength** – celebrate our history and diversity
2. **Healthy Neighbourhoods** – foster safe, welcoming, connected places
3. **Robust Ecosystems** – ensure natural systems flourish
4. **Prosperity** – support a diverse, value-added economy that provides meaningful employment opportunities
5. **Resiliency** – maintain and enhance the economic, social, ecological and cultural systems to withstand future challenges

5 Main Themes Identified as Missing:

1. **Reconciliation**
– 18 Responses
2. **Affordability**
– 14 Responses
3. **Climate Change**
– 14 Responses
4. **Arts**
– 13 Responses
5. **Equity**
– 8 Responses

Q8. In reviewing the following topics, please pick the top 7 that you think need to be prioritized to guide Nelson to 2050.

Summary: 31 Skipped, 611 Completed.



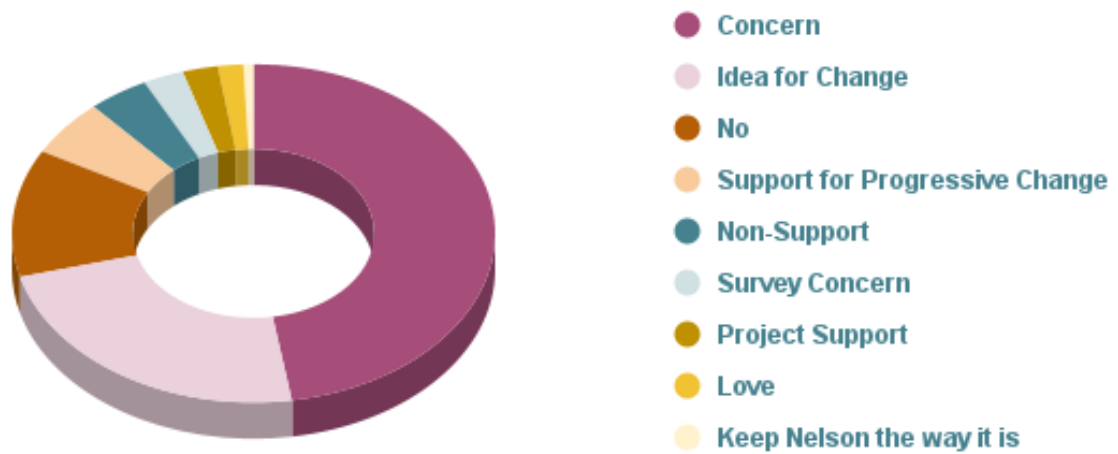
4,038 rankings were made from 611 responses selecting “top priorities” for the OCP topics. Overwhelming, housing affordability and supply is the top priority for survey respondents congruent with previous sentiments throughout the survey. Understanding what the public perceives as important provides the project team with areas for reporting. Understanding what the public perceives as less important provides the project team with areas for public education.

Of the 48 responses that chose “other”, some priorities included themes of city management, addiction, education, and wildfire.

Q9. Is there anything else you would like the Official Community Plan Update team to consider as they create a vision statement for 2050 and update the existing Official Community Plan policy directions?

Summary: 347 Skipped, 295 Completed.

More than half of the survey respondents skipped Question 9. Of the half that provided a response 36 left a response of “no”. Non-Support for the project was expressed by 12 responses. And 2 responses wanted Nelson to stay the way it is with only small updates to the OCP. Top ideas for change were suggested for operations at the City and for ways to be a more inclusive city.



Almost half of the responses expressed concern. Top concerns were around:

- Ecological Health
- Transit & Parking Issues
- Livability
- Project Management
- City Management
- Character Loss

“By 2050, I want us to create more pedestrian spaces downtown and fewer cars and parking spots. A shuttle bus system, biking lanes, and central parkades would reduce the need for everyone to take their car downtown and give us a more livable walkable community so that we can enjoy our lovely city!”

- Response themed as “Support for Progressive Change”

What We Heard – Main Themes

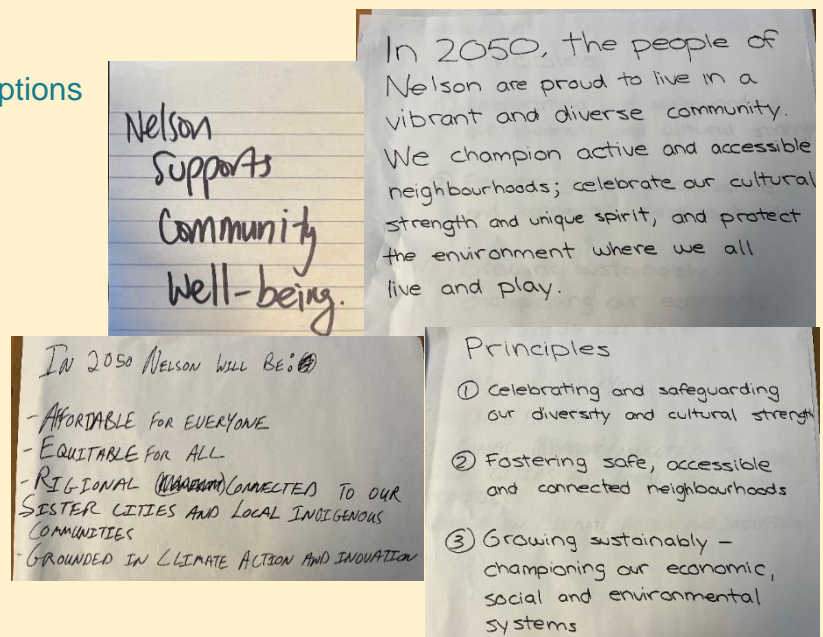
OCP Update – Advisory Committee

Workshop — October 16, 2023

At the OCP-AC Visioning Workshop, the committee was presented with a "What We Are Hearing Report," providing insights derived from the partially analysed data of the survey. The committee members were tasked with utilizing this interim report as a foundation to formulate principles and a vision statement, drawing directly from the public feedback. The committee was divided into four groups, fostering collaborative discussions and diverse perspectives. Additionally, members were able to submit individual vision statements, with three members providing submissions. The below summary analyses the four vision statements produced during the meeting and the three submissions after.

Main Themes:

- Active & Accessible Neighbourhoods
- Affordability & Equity
- Climate Action & Environmental Protection
- Community Well-Being
- Cultural Strength & Diversity
- Multi-Modal Transportation Options
- Regionally Connected
- Social & Economic Systems
- Welcoming



Lessons Learned

This section provides a reflection on lessons learned from the engagement period that the project team will use to create more effective approaches for public engagement in Spring 2024.

Lessons Learned

Reflecting on this recent community engagement initiative, we extend a sincere thank you to everyone who participated in the Nelson 2050 Vision Survey and engaged with the project team at city-wide & targeted pop-up events.

Throughout this process, valuable lessons have been learned that will shape our approach for future OCP Update engagement. Key lessons learned include:

- The challenge of public engagement during the summer when residents have very limited capacity to engage.
- The under representation of youth and equity-deserving groups emphasizes the need for alternative strategies prior to the next round of engagement.
- The difficulty of engaging the public on the beach.
- The lack of response from First Nations and Indigenous Community Groups emphasizes the ongoing need for further relationship-building efforts.
- The need to communicate the closing date of the survey in the last few weeks.
- In terms of methodology, dynamic QR codes were not used, and therefore, the ability to assess the impact of various communication methods, such as decals, coasters, and flyers, could not be known.

The fall season witnessed a surge in survey responses, underscoring the importance of timing engagement efforts with the capacity of residents to engage outside of the summer. The arts community played a crucial role in amplifying the survey, leading to a substantial increase in response rates. Notably, the Selkirk Get Connected event and the HUB targeted pop-ups were successful engagement opportunities where the project team had interactions with youth and equity-deserving individuals, ensuring diverse voices were heard. Moving forward, these lessons and wins will inform our next steps, ensuring a more nuanced and effective approach to community involvement.

Thank you!

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OCP

OFFICIAL COMMUNITY PLAN

Nelson 2050
Leading the way, together.



Nelson2050.ca

City of Nelson
Development Services & Climate Leadership
Suite 101-310 Ward Street
Nelson, BC, V1L 5S4

Email: OCP@nelson.ca

City of
NELSON