

**STAKEHOLDER ENGAGEMENT  
REGIONAL PARKS STRATEGIC PLAN**

**January 2022**

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**Scope**

The Regional Parks Committee and Capital Regional District (CRD) Board will provide input to support development of a new Strategic Plan. This input will provide direction for a vision, value and mission statements, trends and issues, and key priorities. The Regional Parks Strategic Plan will also be developed based on current CRD Board priorities and high-level CRD strategies.

Following Committee and Board input, staff will seek to involve stakeholders and provide public consultation opportunities.

The goal of stakeholder engagement is to receive feedback from stakeholders on the proposed vision, values, mission, issues, and key priorities to be considered in the CRD Regional Parks Strategic Plan update.

Feedback received through the engagement process will be analyzed and considered in the updated Strategic Plan, which will be presented to the Board in July 2022.

Once approved, the updated Regional Parks Strategic Plan will set a long-term vision, define priorities and guide future decisions but will not prescribe outcomes of future financial planning and management planning processes.

This engagement process will not focus on specific regional parks and/or trails and/or topics. Other mechanisms are in place for such discussion, such as the park management plan process.

**Engagement Methods**

Key stakeholders will be invited to participate in one of four focus groups to provide feedback on the proposed vision, values, mission, issues and key priorities to be included in the Strategic Plan update.

A diversity of perspectives and experiences will be sought for participation in each focus group. Each focus group will include 18-20 participants representing different stakeholder interest groups. Overall, approximately 80 stakeholder groups from the region will be invited to participate.

Targeted emails/phone calls will be used to invite stakeholders to the focus groups. Through the invitation, staff will explain the purpose of the focus group and request confirmation of interest to participate. If no interest is expressed, other stakeholder groups representing a similar interest will be invited to participate to ensure representativeness in opinion across groups participating to the focus groups.

The focus groups will last approximately two hours and be offered in-person and/or virtually. In-person engagement will be developed only if in line with the CRD communicable disease plan and will include a safety plan to minimize risk of exposures.

The focus group sessions will be taped for later analysis and review by staff. The results of the focus group sessions will be used to inform further public engagement, to update the Strategic Plan, and will be provided to the Regional Parks Committee and Board for consideration.

Focus groups are an ideal participation methodology to involve stakeholders in providing feedback on a defined topic through facilitated discussion. Participants are encouraged to engage on topics as well as to respond to and reflect on narratives conveyed by other participants in the group.

### **Selection Criteria**

Staff developed objective criteria to select key stakeholders for participation in the focus groups from a master stakeholder list compiled by Regional Parks. The master stakeholder list is updated by staff based on local knowledge, previous contacts, past participation in engagement activities, referrals, and general interest inquiries. The master stakeholder list currently identifies approximately 240 stakeholder groups in the CRD, British Columbia and Canada potentially interested in CRD Regional Parks management and projects. The criteria have been successfully used by Regional Parks to engage a diversity of stakeholder groups in previous engagement processes, including recently the Mountain Biking Advisory Committee and the Land Evaluation project.

The following selection criteria were applied to evaluate the suitability of stakeholder groups for direct engagement in the Strategic Plan update:

- Being located in the CRD (yes=1 or no= 0);
- Representing a broad outdoor recreation, conservation/nature and/or cultural/social interest (yes=2 or no= 0);
- Having knowledge and experience with CRD Regional Parks (yes=2 or no= 0);
- Having an interest and experience in working in multi-stakeholder groups (yes=1 or no= 0);
- Self-identifying as a First Nation (yes=1 or no= 0);

Based on the above criteria, a total of 80 stakeholder groups having a score between 5 and 7 were identified for direct engagement in the Strategic Plan update. Three broad categories of stakeholder groups to be invited to participate in the focus groups have been identified, as follows: cultural/social interests, conservation interests and outdoor recreation interests (table 3). A balance of stakeholders from each category will be invited to each focus group to promote a diversity of perspectives in the discussion.

A snowball technique will be also used to expand the list of possible interest groups. Snowball sampling is a recruitment technique in which invited stakeholders are asked to assist in identifying other potential subjects that may have been missed from initial screening. The same criteria used to select the initial stakeholders will be applied to potential subjects for consistency in selection.

<b>Cultural/Social Interests</b>	<b>Stakeholder Group</b>
Economic	<ul style="list-style-type: none"> <li>• Greater Victoria Chamber of Commerce</li> <li>• Tourism Victoria</li> <li>• Urban Development Institute</li> <li>• Tourism Association Vancouver Island</li> </ul>
Community	<ul style="list-style-type: none"> <li>• Greater Victoria Placemaking Network</li> <li>• Creating Community Wellness Society</li> <li>• South Island Prosperity Project</li> <li>• Parks and Recreation Foundation Victoria</li> <li>• Metchosin Foundation</li> <li>• Victoria Foundation</li> <li>• Community Social Planning Council</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Royal BC Museum</li> <li>• YMCA-YWCA of Vancouver Island</li> <li>• Shaw Centre for the Salish Sea</li> </ul>
Accessibility & Equity	<ul style="list-style-type: none"> <li>• Victoria Disability Resource Centre</li> <li>• Community Living Victoria</li> <li>• SPARC BC</li> <li>• Power To Be</li> </ul>
Youth & Family	<ul style="list-style-type: none"> <li>• Post-secondary Student Societies</li> <li>• Family Services of Greater Victoria</li> </ul>

<b>Conservation</b>	<b>Stakeholder Group</b>
Nature Stewardship	<ul style="list-style-type: none"> <li>• Victoria Natural History Society</li> <li>• Gorge Waterway Action Society (GWAS)</li> <li>• Swan Lake Christmas Hill Nature Sanctuary</li> <li>• Raincoast Conservation Foundation</li> <li>• Pacific Wild Alliance</li> <li>• Saltspring Island Conservancy</li> <li>• Galiano Conservancy Association</li> </ul>
Land Stewardship	<ul style="list-style-type: none"> <li>• Greater Victoria Greenbelt Society</li> <li>• Habitat Acquisition Trust (HAT)</li> <li>• The Land Conservancy (TLC)</li> <li>• Ancient Forest Alliance</li> <li>• Land Trust Alliance of British Columbia</li> </ul>
Wildlife	<ul style="list-style-type: none"> <li>• Juan de Fuca Salmon Restoration Society</li> <li>• SeaChange Conservation Society</li> <li>• Wilderness Committee</li> <li>• Peninsula Streams Society</li> <li>• Rocky Point Bird Observatory</li> <li>• World Fisheries Trust</li> <li>• Watershed Watch Salmon Society</li> <li>• Coexistence with Carnivore Alliance</li> </ul>
Invasive Species	<ul style="list-style-type: none"> <li>• Coastal Invasive Species Committee</li> </ul>

Experts	<ul style="list-style-type: none"> <li>• University of Victoria</li> <li>• Camosun College</li> <li>• Royal Roads University</li> <li>• Vancouver Island University</li> <li>• University of British Columbia</li> </ul>
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<b>Outdoor Recreation</b>	<b>Stakeholder Group</b>
Rock Climbing	<ul style="list-style-type: none"> <li>• South Island Climbing Association (SICA)</li> <li>• Climbers' Access Society of British Columbia</li> </ul>
Hiking & Running	<ul style="list-style-type: none"> <li>• Southern Vancouver Island Nature Trails Society</li> <li>• Alpine Club of Canada</li> <li>• Vancouver Island Trail Association</li> <li>• Kludahk Outdoors Club</li> <li>• Juan de Fuca Community Trails Association</li> <li>• RunVictoria</li> <li>• Outdoor Club of Victoria</li> <li>• Victoria Club Tread</li> </ul>
Geocaching & Orienteering	<ul style="list-style-type: none"> <li>• Victoria Orienteering Club</li> </ul>
Horse Riding	<ul style="list-style-type: none"> <li>• Backcountry Horsemen of BC - South Vancouver Island</li> <li>• Capital Regional Equestrians</li> <li>• Elk Beaver Lake Equestrian Society</li> </ul>
Dog Walkers and Associations	<ul style="list-style-type: none"> <li>• Capital Region Association of Dog Walkers</li> <li>• Citizen Canine Dog Owners Association</li> </ul>
Mountain Biking & Cycling	<ul style="list-style-type: none"> <li>• Sooke Bike Club</li> <li>• South Island Mountain Biking Society (SIMBS)</li> <li>• Dirtys Girlz Bike Club</li> <li>• Greater Victoria Cycling Coalition</li> <li>• Wheelhouse Cycling Society</li> </ul>
Water Sports	<ul style="list-style-type: none"> <li>• Surfrider Foundation Vancouver Island</li> <li>• Victoria City Rowing Club</li> <li>• Rowing BC</li> <li>• Freshwater Fisheries Society of BC</li> <li>• Amalgamated Conservation Society</li> <li>• Diving Industry of Victoria Association</li> <li>• South Island Sea Kayaking Association</li> <li>• Victoria Canoe and Kayak Club (VCKC)</li> </ul>
Youth & Community	<ul style="list-style-type: none"> <li>• Victoria Youth Paddling Club</li> <li>• Greater Victoria Youth Rowing Society</li> <li>• KidSport</li> <li>• YMCA/YWCA Vancouver Island</li> <li>• Outdoor Recreation Council of BC</li> </ul>