

AREA C
OCP UPDATE

*What's the future
for Area C?*

AREA C (SOUTH LONG BEACH)
OFFICIAL COMMUNITY PLAN UPDATE
COMMUNICATIONS & ENGAGEMENT PLAN

OCTOBER 2024



ALBERNI-CLAYOQUOT
REGIONAL DISTRICT



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Introduction

Land Acknowledgement

The Alberni-Clayoquot Regional District (ACRD) recognizes that the Area C (South Long Beach) Official Community Plan (OCP) area includes lands within the traditional territories of the Yuułuꞵiꞵaꞵ Government (Ucluelet First Nation), tuk^waaꞵaꞵ Nation (Toquaht Nation), and ʕaꞵuuk^wiꞵaꞵ Nation (Tla-o-qui-aht First Nation).

The ACRD further acknowledges and respects that the broader Electoral Area C (Long Beach) is situated on the traditional territories of the hiꞵk^wiiꞵaꞵ (Hesquiaht First Nation), ʕaꞵuusꞵaꞵ (Ahousaht), ʕaꞵuuk^wiꞵaꞵ Nation (Tla-o-qui-aht First Nation), Ucluelet First Nation, and Toquaht Nation, with land governed by the Maa-nulth Final Agreement neighbouring the area.

Summary

Pursuant to Section 475 of the *Local Government Act (LGA)*, any amendment or update to an OCP must include consideration of consultation with specific groups.

The purpose of this Communications and Engagement Plan (Plan) is to outline the engagement strategies, tasks, and activities that the ACRD will undertake to gather community input for the Area C OCP Update. It is the ACRD's intent to enable meaningful and timely discussions by offering engagement activities that are targeted, inclusive, and innovative. Various methods will be incorporated to reach out to identified groups and the community. Particular attention will be paid to using different types of engagement tailored to each stage of the process, guided by community members, agencies, First Nations, and others.

OCP Background and Update Context

An OCP guides future planning and development by setting a long-term (five, 10 and 20 year) vision, goals, objectives, and policy guidance for a livable community based on shared values and sustainability. An OCP is utilized by the public when planning future land use, and by the ACRD when planning related community or infrastructure projects or approving development. It provides direction to elected officials in their decision-making process and guides the Advisory Planning Commission's (APC) recommendations to the Board of Directors, to support alignment with community needs, goals, and values.

There are many reasons why the Area C OCP is being updated. A new OCP Update provides an exciting opportunity to establish a long-term plan for South Long Beach that better aligns with the community's future opportunities and needs. The previous OCP, having been adopted in July 2007, does not account for the Electoral Area's 29.2% population growth between 2016-2021.

This population increase can result in a stronger local economy, but also challenges such as increased demand for housing and community services. An OCP Update provides the opportunity to address these challenges through the creation of high-level policies on topics such as land use, agriculture, transportation, sustainability, and many more. This OCP Update was identified as a priority action in the Board of Director's 2024-2027 Strategic Plan.

The Area C OCP Update will include several phases such as project initiation, background research, vision and goals, plan creation, and plan completion. All OCP development work will be informed and guided through comprehensive engagement with community members, agencies, First Nations, and others.

Area C OCP Context

The Area C OCP area comprises approximately 6% (27,219 ha) of the broader Electoral Area 'C' (Area C) (474,800 ha) - refer to [Regional District Public Web Map](#) for more information. Area C is part of the West Coast Region, which is located within the traditional territories of the Hesquiaht First Nation, Ahousaht, Tla-o-qui-aht First Nation, Yuułuʔiłʔatḥ (Ucluelet First Nation), and Toquaht Nation. The Region also includes the area governed by the Maa-nulth Final Agreement, negotiated by the Government of Canada, the Province of British Columbia, and the Maa-nulth First Nations, which took effect in 2011 (following the adoption of the current South Long Beach OCP in 2007). The five Maa-nulth First Nations are Yuułuʔiłʔatḥ (Ucluelet First Nation), Huu-ay-aht First Nations, Toquaht Nation, Ka:'yu:'k't'h'/Che:k'tles7et'h' (Kyuquot/Cheklesath) First Nation, and Uchucklesaht Tribe Government, all located on the west coast of Vancouver Island.

The OCP area is located within the traditional territories of the Yuułuʔiłʔatḥ Government, Toquaht Nation, and Tla-o-qui-aht First Nation, and neighbours Yuułuʔiłʔatḥ Government and Toquaht Nation Treaty Settlement Lands (TSLs). As the current OCP area was developed in 2007, before the implementation of the Maa-nulth Treaty in 2011, the updated OCP will need to consider these TSLs as they are not governed by the Plan.

Although the current OCP has jurisdiction only over some of the lands within Area C, the OCP provides an overall community planning vision for the area. The Plan has no authority over First Nations' lands and has limited authority over Federal or Provincial Crown lands, and forestry activities conducted on privately owned lands classified as Managed Forest and governed by the *Private Managed Forest Land Act*.

The OCP area represents the settled portion of Area C on the northwest side of Barkley Sound, and a relatively small portion of this land is privately owned and available for residential use.

Notable locations within the OCP area include Salmon Beach, a community of 400 lots that are privately owned and used for seasonal recreational use. Owners may occupy dwellings at Salmon Beach for a maximum of 180 days per year. Public parks in the area include the Pacific Rim National

Park Reserve, Kennedy Lake Park, and a small community park on Willowbrae Road, and a portion of the West Coast Multi-Use Path (MUP) regional park.

The Tofino-Long Beach Airport (CYAZ), which is outside the OCP area, is owned by the ACRD. This facility is shared by First Nations, residents and visitors of the region, Area C, and the Districts of Ucluelet and Tofino.

Past Engagement

The ACRD engaged with community members, agencies, member municipalities and First Nations, and others to gain input on the Zoning Bylaw Review Project and corresponding OCP amendments made to the Area C OCP in April 2023 (Bylaw P1447). These engagement activities included the following across all six Electoral Areas: open houses, APC and Agricultural Committee meetings, public hearings held for the OCP amendment bylaws, online survey and other online engagement, and many interactions with community members.

Additionally, in October and November 2023, online and in-person engagement events and activities in all Electoral Areas generated additional valuable community input and insight towards reviewing and updating the OCPs. This input will be included and expanded on in the comprehensive OCP Updates.

Project Approach

The OCP Update will be led by a team of ACRD project staff, with consultant support. Overall guidance will be from the Long Beach APC and ACRD Electoral Area (EA) Directors Committee, and internally from an ACRD staff Technical Advisory Group (TAG), with additional guidance and approvals from the ACRD Board of Directors. All OCP development work will be informed and guided through comprehensive engagement with community members, agencies, First Nations, and others.

Legislation

Local governments are granted the authority to adopt an OCP under the LGA, which includes details on what must be included in the Plan.

Recent Provincial Housing legislation will impact the development of the OCP by resulting in new housing considerations. These legislations include the *Housing Supply Act* (Bill 43, 2022), and Bills 44, 46, and 47 (2023). Additionally, pursuant to Section 475 of the LGA, any amendment or update to the OCP must include consideration of consultation with specific groups such as organizations and First Nations.

OCP Scope and Current Plans/Strategies

Tasks for updating the OCP will include a plan audit, technical review, and policy gap analysis, updating of the community vision and guiding principles, and preparation of new policy options and drafting of new policy directions, as well as a review and update of the Development Permit Areas (DPAs).

Expected OCP topics may include but are not limited to:

- Reconciliation
- Environment
- Climate action
- Agriculture
- Economy
- Parks and recreation
- Emergency preparedness
- Arts, heritage and culture
- Transportation
- Health and well being
- Growth management
- Services
- Ecologically sensitive areas
- Natural hazards
- Archaeological sites
- Land use
- Community resilience
- Housing
- Social development
- Placemaking

The ACRD has a wide variety of completed and in progress plans, strategies and projects that address many of the above topics which will be reviewed as part of the OCP Update process.

Project Timeline

The estimated project timeline for the Area C OCP Update is from June 2024 to approximately the first quarter of 2026.

OCP Update Process Phases

The estimated timeline for the OCP Update is outlined below. The Update will include the following five phases.



1. **Project Initiation:** Includes developing a work plan, initiating start up meetings, and launching community and First Nation engagement.
2. **Background Research:** Includes exploring existing conditions, reviewing plans and strategies, and receiving early community and First Nation engagement input.
3. **Vision and Goals:** Includes extensive engagement with community members, First Nations, organizations, agencies, etc. This engagement will help create an early vision to guide the OCP's development.
4. **Create the Plan:** Includes creating strategies for community growth and the development of future policies. Involves engagement which seeks to understand community preferences.
5. **Complete the Plan:** Includes refining the plan and presenting it to First Nations and the broader community.

Community Engagement Strategy

Community engagement during an OCP review or amendment is a legislative requirement, as per the *LGA*. The development of a project work plan and community engagement strategy were authorized to proceed by the Board of Directors in January 2024, to guide activities with First Nations, community members, and other interested and affected parties while undertaking the Area C OCP Update.

The work plan and strategy form the basis for this updated Plan which intends to provide the framework and initial community visions for the comprehensive OCP Updates. The ACRD will work with the project team and consultant to ensure clear and direct communication materials and activities are developed and used. Additionally, engagement will highlight the benefits and opportunities that updating the document can present to the communities in the region.

The plan guides external engagement and is based on the following objectives and values.

Objectives

- To raise awareness about the process and opportunities for involvement.
- To obtain input from First Nations, organizations, agencies, the APC, and as many community members as possible.
- To build capacity among First Nations, organizations, agencies, the APC, and community members to participate in the planning process and provide a vision for the future of their community.
- To generate excitement and ownership over the Area C OCP Update to support implementation.

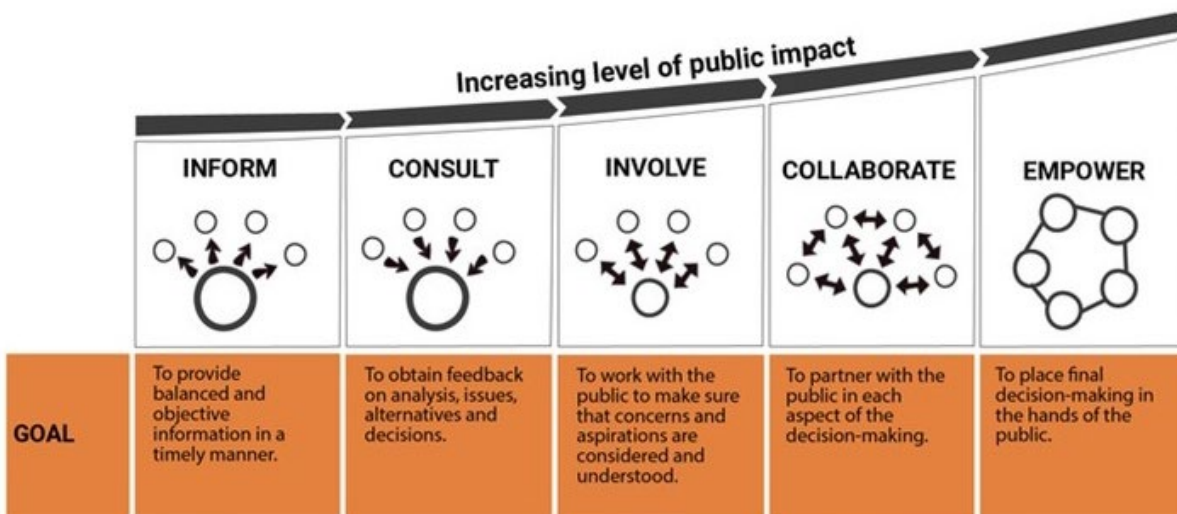
- To contribute to a culture of trust and communication between the ACRD and the region's First Nations, community members, and residents.
- To solicit feedback to identify OCP topics that are important to community members.

Values

- To promote dialogue that is simplified, transparent, and inclusive.
- To carry out engagement meaningfully and ensure that it is respectful, culturally appropriate, timely, and accessible to all people.
- To provide engagement opportunities that are in a predictable and consistent manner to promote community engagement.
- To design and implement public engagement processes that reflect the size, complexity, and community impact of any initiative.
- To utilize simplified direct visuals to promote accessibility.
- To create space for feedback and input in all stages of engagement.
- To follow the best practices and models laid out by the International Association for Public Participation (IAP2).

IAP2 Commitment

The ACRD is committed to following the IAP2's Spectrum of Public Participation. This spectrum was designed to assist the selection of the level of participation that defines the public's role in any public participation process (see diagram below).



(c) Scarlatti [What Does Collaboration and Co-design Mean? - Scarlatti](#)

Interested and Affected Parties

Various levels of input are desired and required to inform the Area C OCP Update. This ensures a broad representation of interests and perspectives to be reflected in the OCP. The following includes an initial list of groups who will be vital to the development of the updated OCP:

First Nations: A key component of this project includes ensuring meaningful engagement with First Nations on the West Coast. Groups of interest for the engagement include the Yuuʔiʔath (Ucluelet First Nation), Toquaht Nation, and Tla-o-qui-aht First Nation. Draft project-related deliverables will be referred to First Nations for input, and the project team will strive to accommodate all levels of interest and participation by First Nations communities. Additionally, project introduction letters will be sent to all member First Nations and non-Treaty First Nations to bring awareness of the OCP Update.

Community members; interested and affected parties: Input will be gathered from a wide variety of individuals, special interest groups, businesses, and government agencies. This input will be the result of numerous engagement methods and activities, as well as public hearings.

ACRD staff: Planning staff will be leading the overall OCP Update Project, and all engagement events and activities. They will be working with the consultant on various tasks throughout each of the project phases, supporting them in all aspects of their work. Planning staff will also promote the engagement and, through the assistance of a graphic designer, develop branding materials. ACRD staff from other departments will be part of the OCP Update process as part of an interdepartmental TAG.

Board of Directors: The Board of Directors will be involved throughout the Update process and are the final decisionmakers that will inform the OCP and approve the updated document (by Bylaw).

Electoral Area Directors Committee: The Electoral Area Directors Committee will provide overall guidance for the OCP Update Project.

Long Beach Electoral Area Advisory Planning Commission: The APC will advise the project team and Board on all matters related to the comprehensive OCP Update. They will review the project and final plans from a community, regional and sub-regional perspective and make recommendations to the Board about the OCP Update.

Committees and Working Groups: Existing ACRD Committees and other committees and working groups will be provided project updates and invited to participate in the OCP Updates process, some of which will include Agriculture Committees, the Salmon Beach Committee, Parks Commissions, Water Advisory Committees, and others.

Urban Systems: Urban Systems, the consultant, will provide professional advice to planning staff, and review plans and engagement materials. They will also complete data collection and analysis, develop a draft background research report, draft visions, and themes for the project, develop land use scenarios and development permit areas, and draft the final updated OCP.

	Consult	Collaborate	Empower
First Nations	<ul style="list-style-type: none"> • Ahousaht First Nation • Ditidaht First Nation • Hesquiaht First Nation • Hupacasath First Nation • Huu-ay-aht First Nations • Tseshaht First Nation • Uchucklesaht Tribe Government 	<ul style="list-style-type: none"> • Yuuʔuʔiʔaṭṭ Government – Ucluelet First Nation • Toquaht Nation • Tla-o-qui-aht First Nation 	
Community members/affected parties	<ul style="list-style-type: none"> • Provincial agencies • School District 70 Pacific Rim 	<ul style="list-style-type: none"> • Community members • District of Tofino • District of Ucluelet • Island Health 	
Staff, EA Directors, and Committees	<ul style="list-style-type: none"> • Agricultural Development Committee 	<ul style="list-style-type: none"> • Technical Advisory Group • Alberni-Clayoquot Health Network • Parks Commission • West Coast Committee • Salmon Beach Committee 	<ul style="list-style-type: none"> • Board of Directors • Advisory Planning Commission

First Nations Engagement Plan

The ACRD is committed to supporting meaningful reconciliation and ACRD staff will remain flexible towards the needs and interests of our member First Nations and non-Treaty First Nations in the region. The ACRD will engage with each First Nation separately, and the method of engagement and extent of consultation will be based on the preferences of each First Nation. Included below is an initial plan for First Nations engagement, and activities and/or format are subject to change, as requested.

Phase	Communication/Engagement Activity
Phase 1: Projection Initiation	<ul style="list-style-type: none"> • Individual project introduction letter seeking input on how to engage and what's important to each First Nation. • ACRD Regional Government Partners Newsletter, including Let's Connect project (www.letsconnectacrd.ca/area-c-ocp). • Host meetings with each First Nation to discuss First Nation and ACRD long range planning/visioning.
Phase 2: Background Research	<ul style="list-style-type: none"> • ACRD Regional Government Partners Newsletter update. • Host a catered meeting with First Nations.
Phase 3: Vision and Goals	<ul style="list-style-type: none"> • Share Background Research Report (BRR). • ACRD Regional Government Partners Newsletter update. • Host meetings with each First Nations.
Phase 4: Create the Plan	<ul style="list-style-type: none"> • ACRD Regional Government Partners Newsletter update. • Host meetings with each First Nation. • First Nation Bylaw referral of draft OCP. • Present draft OCP to First Nations.
Phase 5: Complete the Plan	<ul style="list-style-type: none"> • ACRD Regional Government Partners Newsletter update. • Present updated OCP to First Nations. • Present the final OCP to First Nations. • First Nations Bylaw referral of final OCP.

Community Members, Interested and Affected Parties Engagement Plan

Consultation with community members and affected parties will include a diverse range of both in-person and online formats to improve accessibility. The ACRD will ensure the OCP Update Project is well-promoted and communicated, and that in-person community events (pop-ups, event booths, etc.) are highly visible and well advertised. Included below is an initial plan for engagement with community members, and interested and affected parties, and activities and/or format are subject to change.

Phase	Communication/Engagement Activity
Phase 1: Projection Initiation	<ul style="list-style-type: none"> ● OCP Updates on ACRD website (www.acrd.bc.ca/ocp-updates). ● Area C OCP Update Project in Let's Connect ACRD (www.letsconnectacrd.ca/area-c-ocp). ● "Ask a Question" in Area C OCP Update Project in Let's Connect. ● Direct/bulk mailouts of postcards or flyers promoting pop-up events and introducing the OCPs and Let's Connect. ● Pop-up events (location ideas include Ucluelet Co-op General Store, Tofino market, Secret Beach Campground and Pacific Rim Arts Society). Will include a community mapping exercise to identify where people, live, play, shop, etc. ● Posters and flyers posted throughout community (community boards, bus stops, etc.). ● Poll on preferred way to keep connected/be informed. ● OCPizza Party with community handbooks. ● Tuff City Radio advertising, and Newspaper (Tofino-Ucluelet Westerly News) advertisements and releases. ● Event promotion (update webpage, social media, photo contest, business cards, promotional video, brochures, and branded merchandise, such as lanyards, pens, travel mugs, etc.).
Phase 2: Background Research	<ul style="list-style-type: none"> ● Ongoing online engagement. ● Ongoing promotion and advertising. ● Pop-up events.

Phase 3: Vision and Goals	<ul style="list-style-type: none"> • Open house at Ucluelet Community Centre and roundtable discussions collecting input on surveys. Includes a raffle prize draw. • Community circles at Ucluelet Community Centre with handbooks. • Pop-up events (location ideas include Ucluelet Co-op General Store, Tofino Co-op, and Pacific Rim Arts Society). • Create an online and hardcopy survey (survey #1).
Phase 4: Create the Plan	<ul style="list-style-type: none"> • Open house at Ucluelet Community Centre with roundtable discussions collecting input on surveys. Includes a raffle prize draw. • Community circles at Ucluelet Community Centre with handbooks. • Pop-up events (locations ideas include Ucluelet Co-op General Store, Tofino Co-op, and Pacific Rim Arts Society). • Create an online and hardcopy survey (survey #2). • Event presenting the draft OCP to community for feedback.
Phase 5: Complete the Plan	<ul style="list-style-type: none"> • Open house at Ucluelet Community Centre sharing information regarding the updated OCP. Includes a raffle prize draw. • Community circles at Ucluelet Community Centre with handbooks. • Public hearing (final opportunity for community input).

Staff, Electoral Area Directors, and Committees Engagement Plan

Consultation with staff, EA Directors, and committees will include various workshops and informative meetings. Staff, EA Directors, and committees will also receive presentations of reports and the draft updated OCP.

The Long Beach APC will receive regular updates on the OCP project, with their input guiding the development of the Area C OCP. The full list of committees to engage with for this OCP Update Project include the following:

Standing Committees:

- Electoral Area Directors Committee
- West Coast Committee
- Salmon Beach Committee
- Agricultural Development Committee

Select Committees:

- Long Beach Advisory Planning Commission
- Technical Advisory Committee (key staff members from each ACRD department)
- Alberni-Clayoquot Health Network

Phase	Communication/Engagement Activity
Phase 1: Projection Initiation	<ul style="list-style-type: none"> • APC meeting to introduce Project, APC role (to provide overall Project guidance), and input on Project branding. • Introduce Project to ACRD staff at staff meeting (followed up with an email). • EA Directors Committee update.
Phase 2: Background Research	<ul style="list-style-type: none"> • Background research APC meeting. • Workshops/meetings with TAG. • EA Directors Committee update. • Meetings with various Committees. • Present Background Research Report to Board of Directors (including Phase 1 and 2 Engagement Summary Report). • Key informant interviews/workshops.
Phase 3: Vision and Goals	<ul style="list-style-type: none"> • Workshops/meetings with APC, Committees, and TAG. • EA Directors Committee update/workshop. • Key informant interviews/workshops. • Draft and final vision and goals presentations to Board (including Phase 3 Engagement Summary Report).
Phase 4: Create the Plan	<ul style="list-style-type: none"> • Workshops/meetings APC, Committees, and TAG. • EA Directors Committee update/workshop. • Key informant interviews/workshops. • Present draft of updated OCP Bylaw to Board of Directors (including Phase 4 Engagement Summary Report).

	<ul style="list-style-type: none"> • First draft of OCP Bylaw pre-referral to agencies and First Nations.
Phase 5: Complete the Plan	<ul style="list-style-type: none"> • Present draft OCP Bylaw to APC. • Present draft OCP Bylaw to staff, EA Directors, and Committees. • Present OCP Bylaw to Board of Directors for First Reading. • Agency and First Nations OCP Bylaw referral. • Public Hearing of OCP Bylaw. • Present OCP Bylaw to Board of Directors for 2nd and 3rd Readings. • Adoption of OCP Bylaw by Board of Directors.

Project Promotion and Advertising

Engagement will include a wide variety of community advertising methods. These advertising methods include, but are not limited to:

- ACRD Let's Connect Website: Area C OCP Update Project (www.letsconnectacrd.ca/area-c-ocp)
- ACRD and community social media (Facebook, Instagram, and X)
- ACRD Regional Government Partners Newsletter (to First Nations and other agencies and organizations)
- ACRD Keeping You Connected (formerly Around Our Region) Newsletter
- Sandwich signs
- Postcards/flyers for direct/bulk mailouts to property owners, occupants, and residents
- Tuff City Radio advertising
- Newspaper advertisements and releases (Tofino-Ucluelet Westerly News)
- Flyers/posters/signage/notices