

TBM Future Story/ICSP Development – Draft Summary of Phases 2 and 3

Phase 2 – Vision and Objectives (April – October 2021)

2.1 Review Engagement Plan

- Opportunity to review lessons learned in Phase 1, discuss planned engagements in Phase 2 and gather Committee input/advisement

2.2 Vision and Objectives

- **Public Online Questionnaire**
 - Bang the Table survey tool
- Targeted audience engagement
 - **Business Online Questionnaire**
 - Consultants should select a different survey tool, and broad business outreach (not just BIAs) with a tailored questionnaire
 - Community associations, rec clubs & NGO focus – drive attention to online public questionnaire (focus on these networks/communities of people)
 - First Nations engagement – outreach & invitation for dedicated conversation/interviews
 - Social service/health focus – drive attention to online public questionnaire with professionals in these fields. Inquire if economically disadvantaged/vulnerable people could be reached in an appropriate way through these professionals.
 - Youth engagement – continue efforts to reach school board, teachers; perhaps GB Youth Roots or other organizations have connections
- **Social Media Program**
 - Promote online public questionnaire, public workshop opportunities
- **Future of TBM workshops**
 - Workshop with key organizational partners – build on Data Walk audience and continue engagement
 - Workshop opportunity for broader public?
- Other creative engagement opportunities
 - QR code activated phone call survey, if possible, using phone booth as mobile kiosk
 - “Two Cents Café” - a musician performs as an interlude and to create some additional interest while people give their two cents about Sustainability

2.3 Analyze Feedback

- **Engagement Summary Workshop**

2.4 Draft vision and strategy

- **Vision Workshop**
- **Internal Draft Review**
- **Draft Vision & Objectives**

2.5 Final Recommendations

- Review process through successive levels of leadership preparing to bring to Council in Oct 2021

Phase 3 – Develop Action Plan (October 2020 – April 2022)

3.1 Draft Action Items

- **Action Sprint**
 - Engage core group of organizational stakeholders? Likely action-holders, communication or implementation partners, funders, etc.
- **TBM Internal Review**
 - TBM staff identify actions where Town staff, programs/services may take the lead and/or support local organizations with existing/ongoing actions
- **Draft List of Actions**
 - Incl. short-term/quick win actions to build momentum, ongoing/supporting existing actions, proposed partnerships, new policies/plans that would need further Council approval, etc.
- Other creative engagement opportunities
 - “Two Cents Tavern” - a musician performs as an interlude and to create some additional interest while people give their two cents about Sustainability

3.2 Council and Public Consultations

- **Council and senior leadership**
- **Public Review Survey**
- Targeted outreach
 - Share draft actions + hold interviews/meetings with likely partners (e.g. GB Public Health, County, Conservation Authorities, etc.) to review draft actions, revise language
- **Analyze feedback**

3.3 Final Recommendations

- **Draft Final ICSP**
- **Internal TBM review and approval**
- **Designed ICSP**
- **Designed Plan Revisions**

3.4 Approved Final ICSP

- **Review process** through successive levels of leadership preparing to bring to Council April 4 2022