

Photo: A Disappearing Act on Flickr, 2022

Public & Community Partner Engagement Strategy

Wagmatcook First Nation Active Transportation Functional Plan

August 2024

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Developed by UPLAND Planning + Design Studio in partnership with Wagmatcook First Nation, Cycling Nova Scotia and Harbourside Engineering Group.

Contents

01 Approach
Objectives.....5
Core Team.....6
Target Audiences.....6
Project Brand Identity.....9

02 Process & Work Plan
Process Overview.....11

01 Approach



Photo: Wagmatcook First Nation 2024

Objectives

The objectives of this Engagement Strategy document and related engagement activities are to:

+ Integrate community participation into the planning process through inclusive, accessible and meaningful conversations with residents, stakeholders, band administration and elected officials
+ Target local community members who will be impacted by the proposed infrastructure designs and gather input (values, preferences, concerns, solutions, etc.) to help solidify the final plans
+ Acknowledge and respect local history and the cultural significance of this trail network.
+ Gain an understanding of how the proposed designs will impact the community positively
+ Liaise with internal and external community partners to identify potential impacts on infrastructure and to support long-term visioning

Core Team

UPLAND Planning + Design is responsible for organizing engagement activities including hosting, facilitation, logistics, materials, and reporting with support from Wagmatcook First Nation. Following the completion of these activities, UPLAND will compile and analyze engagement findings and integrate these into a “What We Heard” report.

Wagmatcook First Nation
+ Donald Hansen: CEO

UPLAND Planning + Design Studio
+ Bruce Mans: Urban Designer
+ Ryan MacLean: Engagement Manager

Cycling Nova Scotia
+ Ethan Malech: AT Planner
+ Brittney MacLean: AT Planner

Harbourside Engineering Group
+ Michael MacDonald: Project Manager, Transportation Engineer

Target Audiences

It is useful to consider the community as a series of audiences who we want to reach. By understanding the characteristics of different groups of people, we can develop strategies to target particular audiences. Some key target audiences identified by the project team are:

+ Youth
+ Elders
+ Women & Gender-Diverse Individuals
+ “Everyone in between”
+ Neighbouring municipalities

Target Audience	Why Engage Them?	Activity	Who's Involved?
Youth	Youth engagement is a priority because they tend to get around primarily on foot as Wagmatcook is a walking community. It is important to capture the perspective of youth and their priorities for the network to maximize their benefit and safety.	Pop-up engagement booth	EAC's Youth Mobility Audit Lead: Stephanie Johnson-Laurette
Elders	Elders are a very strong component of the community, and engaging with them more intentionally would be valuable. Many drive motorized scooters or use mobility devices to get around the community. From an accessibility and safety standpoint, their perspective is important to highlight in the designs.	Pop-up engagement booth, stakeholder interviews, women's focus group	Wagmatcook Women's Group, Wagmatcook Trail Group
Women & Gender-Diverse Individuals	There is an elevated level of concern for safety among the female-identifying local population. We would like to engage with a focus group to identify their priorities for this network. Lighting and video camera surveillance along the paths have been identified as needs. We should capture the message surrounding Missing & Murdered Women & Girls and the significance of this in the community.	Women's focus group, pop-up engagement booth	Wagmatcook Women's Group

“Everyone in between”	No group in the community should fall through the cracks of this engagement. All community members who will be affected by the proposed designs should be aware of this engagement process and be given equitable opportunity to participate.	Pop-up engagement booth	Local residents & stakeholders
Neighbouring community administrations	One of the goals of this project is to grow the network beyond the local community. With the anticipation of this in the future, engaging with neighbouring administrators now will support long-term visioning.	Stakeholder interviews	Victoria County, Village of Baddeck, Wekoqma’q First Nation, Victoria County Trails, Destination Cape Breton

Project Brand Identity

A project identity helps build cohesion throughout all project materials, with consistent project name, fonts and colours, as well as an illustration that acts as a visual cue. It is intended to be complimentary to the tone and general subject matter of the project.

02 Process & Work Plan



Photo: Wagmatcook First Nation

Process Overview

Objectives

+ To consult meaningfully with community members and stakeholders to solidify final design decisions regarding the AT network improvement concepts and draft infrastructure facilities and framework
+ To foster balanced and inclusive participation
+ To target community members who will be impacted by the proposed infrastructure designs
+ To acknowledge and respect the study area's local history and cultural significance
+ To capture the sentiment of the community towards the project and solidify an understanding of how it can have a positive impact

Key Tasks

+ Pop-up engagement booth at community event
+ Trail Committee Meetings (up to 2)
+ Women's focus group
+ Stakeholder interviews/Liaison with external community partners & neighbouring communities (up to 4)
+ Liaison with internal community partners (as neded), including 1 online meeting with NSDPW

Guiding Questions

+ How does the community feel about the concept of a wall between the highway and trail?
+ What would make the trail user feel more safe while traversing the network?
+ Would the user feel safer if there was lighting and video surveillance installed?
+ Is there anything that would make them use the trail more often?
+ Do community members see themselves using the network in all seasons? Why or why not?
+ What kind of feedback do external community partners have about the network concepts?
+ What is the level of support from community members towards the proposed designs?
+ What is the level of support from external community partners towards the proposed designs?

Outcomes

+ To document, analyze and summarize a "What We Heard Report"

Key Materials

+ An accessible overview of the project and proposed design concepts: Slide deck for focus group, engagement panels for pop-up booth
+ Materials for creative engagement at the pop-up booth
+ Materials for gathering feedback at the women's focus group
+ Stakeholder interview notes

Key Dates

+ Engagement activities will take place from September to October 2024
+ The pop-up engagement will take place in Wagmatcook during celebrations for the National Day of Truth & Reconciliation (September 30th) and Treaty Day (October 1st)
+ Engagement summary will be completed in October 2024

Pop-up booth	
Activity Description	• In-person • At a booth during community celebrations, present the AT network improvement concepts and draft infrastructure facilities and framework to the community and get their feedback • Gauging support for the designs • The goal is to foster balanced and inclusive participation
Proposed Date	September 30th - October 1st
People & Role	UPLAND: Facilitation, develop materials & social media post, poster for community walls Wagmatcook: Review materials & help post to facebook, posters on community boards, help with set-up of booth CNS: to review materials, cover costs of refreshments and advertisement
Promotion	Facebook post, posters on community boards
Materials	• Engagement panels with proposed designs • Creative engagement materials for people to give feedback

Trail Committee meetings (up to 2)	
Activity Description	• Online • Present the proposed designs, gain their feedback & considerations
Proposed Date	
People & Role	
Materials	Slide deck

Women's focus group	
Activity Description	• In-person • Consult with the Wagmacook Women's Group to gain a deep understanding of the issues facing the women in the community concerning safety while moving through the community • Are there any considerations to be put towards the final designs in order to mitigate harm and encourage feelings of safety for women? • Gauging support for the designs & long-term visioning
Proposed Date	
People & Role	
Materials	Slide deck

Stakeholder interviews & Liaison with community partners/neighbouring communities (up to 4)	
Activity Description	• Online or by phone • Consulting with internal and external stakeholders to gauge support for the designs • Any considerations for long-term visioning/ connections?
Proposed Date	
People & Role	UPLAND: Facilitate & send minutes to CNS Wagmatcook: Provide contact info

Meeting with Nova Scotia Department of Public Works	
Activity Description	• Online
Proposed Date	
People & Role	

Engagement Summary	
Activity Description	• A summary of all engagement activities in one easy-to-read document that will be available publicly • Considerations from the summary will be used to adapt the final designs
Proposed Date	
People & Role	



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Photo: Wagmatcook First Nation 2024