



# **Neskonlith Indian Band Land Use and Road Network Plan**

Draft Communication Strategy

MARCH 2016



## Table of Contents

1	Introduction .....	1
1.1	Project Context – Neskonlith IR#2 and Highway 1 .....	1
2	Communication Strategy Objectives .....	2
3	Communication Strategy with Membership .....	2
3.1	Membership on Reserve & Off Reserve .....	2
3.2	Certificate of Lawful Possession Holders .....	3
4	Communication Strategy with External Stakeholders .....	5
4.1	Ministry of Transportation and Infrastructure .....	5
4.2	Village of Chase & Columbia Shuswap Regional District .....	5
5	Communication Strategy with Neskonlith Chief and Council .....	5
6	Tactics Schedule .....	7
7	Summary .....	8

# 1 Introduction

This communications strategy provides Sk'atsin with a structured framework to initiate and execute the development of a land use and road network plan for IR#2. The strategy builds off other community engagement exercises including the update to the Comprehensive Community Plan and seeks to engage membership, and a range of external stakeholders directly and indirectly affected by the project.

## 1.1 Project Context – Neskonlith IR#2 and Highway 1

This is an important undertaking by Neskonlith Indian Band. Neskonlith identity is tied to the land and community. The land use plan will represent Neskonlith's commitment towards the future, and next generations. The trust, knowledge sharing, good will and community spirit built during the land use planning process, will create a strong foundation for future community initiatives. Active and informed participation of Neskonlith members, and openness and transparency of decision-makers will be essential.

One of the main driving forces to develop a land use and road network plan is the Government of British Columbia's commitment of \$650 Million over the next 10 years towards improvements to Highway 1 between Kamloops and Alberta. This includes significant highway four laning improvements as part of an overall long term strategy to four lane Highway 1 to the Alberta border. Most recently the planning for a four laning project between Hoffman's to Jade Mountain was completed (December, 2015). The four laning project bisects IR#2 and before the four laning segment through the reserve can progress into design, a land use and road network plan is required to confirm multimodal access needs to and from IR#2. The land use and road network plan will be developed to ensure that CP held land and band land is planned in a coordinated way to maximize economic development opportunities, while providing safe ingress and egress to the Trans-Canada Highway.

This communication strategy details the tactics and methods to communicate and engage membership and stakeholders towards developing a comprehensive land use and road network plan.

## 2 Communication Strategy Objectives

Underpinning every communication strategy should be a set of stated objectives. Without objectives, the process can deviate and stray towards unintended outcomes, or inconsistent messaging between members, interest groups and external stakeholders.

The overall objectives of this Communications Strategy are to assist Sk'atsin to:

1. Formalize a communications framework that supports building awareness, goodwill and engagement among all members on and off reserve;
2. Initiate a strategy for proactive, transparent and consistent messaging between Sk'atsin, neighbouring local governments, Ministry of Transportation and Infrastructure, and other interested stakeholders;
3. Establish a foundation and initial timeline for communications to assist with the formation of a land use plan and accompanying road network plan.

## 3 Communication Strategy with Membership

Consideration to the needs and knowledge levels of the various audiences provides the opportunity to develop a strategy that will resonate with them and address concerns up front. Although different tactics will be employed for members and the various stakeholders, the underlining strategy will align to values of honesty, accountability, responsiveness and respect. Using these values as a foundation of the strategy will result in greater acceptance and support of the land use and road network plan that will ultimately inform the detailed design and construction of the Highway 1 four laning project.

As such, the key outcomes of the communication strategy are:

- Introduce what a land use plan is, and what it is not;
- Build lines of communication and trust with members;
- Demonstrate commitment to a transparent process that engages and informs;
- Collect feedback on land use and access ideas.

Focusing on the above objectives and key outcomes allows for a targeted, systematic approach to communication, ensuring that each communication tactic aligns back to these objectives. In essence, objectives provide a guide and checklist to ensure that the communication is thorough and provides the desired results.

### 3.1 Membership on Reserve & Off Reserve

Focusing on the above objectives allows for a targeted, systematic approach to communication, ensuring that each tactic aligns back to these objectives. In essence, objectives provide a guide and checklist to ensure that communication and engagement is thorough and provides the desired results. Some of the tactics and methods that will be used to engage members include:

- Broad **community dinners and displays** at least 2 times throughout process, and linked to specific



planning stages (draft land use plan and draft road network plan). At each community meeting a sign-up sheet should be used to gather contact info for members who would like to receive further information and updates by email or phone.

- The **community billboard** adjacent to the community hall will be used to advertise important meetings like the community dinners and displays.
- Regular land use plan submissions to **Neskonlith newsletter** (mailed and emailed to Band members on and off-reserve). Monthly content submissions need to be submitted by the 2<sup>nd</sup> Friday of each month.
- Important communications and community meeting dates will be advertised in the **Chase Sunflower** (<http://www.chasesunflower.ca/>), a free community newsletter.
- **Personal contact/Kitchen Table Meetings.** Personal contact by email, phone or in-person will be scheduled for each CP holder and any member that would like to meet with Sk'atsin staff. A staff person will be designated as the LUP point of contact to respond to community members and stakeholder enquiries.
- **Neskonlith Indian Band Facebook.** The Neskonlith Indian Band (Public group) currently has 127 followers, and the Neskonlith Indian Band (Organization) has 574 likes. Both pages are used to provide community updates. The Facebook pages will be used to direct Facebook followers to specific LUP information, post event details, and otherwise complement LUP communications.
- **Sk'atsin Resources LLP Facebook.** The Sk'atsin Resources LLP Facebook page will be used to direct Facebook followers to specific LUP information, post event details, and otherwise complement LUP communications. The Sk'atsin Resources LLP Facebook page will mirror the Neskonlith Indian Band Facebook page (with regards to the LUP).
- **Printed handouts.** Printed materials, including FAQs (e.g. What is a Land Use Plan?), project updates, issue discussion papers, etc. will be produced as required, and distributed via meetings, and at key places in the community. The hand-outs will use plain language free of technical jargon, and include quality images (e.g. to reflect traditional and contemporary Neskonlith values and aspirations related to land use planning). Quotes from community members will be included to breathe life into communications materials.
- Many of the Sk'atsin and Neskonlith senior staff are Band members. A **senior staff meeting** will be held early in the process to inform and equip staff with necessary project information if they are asked about it by other members. Following the meeting senior staff will be encouraged to share the information within their family and friend networks to raise awareness of the project.

### 3.2 Certificate of Lawful Possession Holders

Many of the properties fronting Highway 1, are held in certificate of lawful possession (CP Holders). Most of these properties have direct highway access – see figure below, and one has been developed as a highway commercial business (Esso Gas Station). The remaining properties are predominantly rural in nature, typically with one residential dwelling on each property. Identifying and understanding the future land use and access needs from the CP holders will be an important component of this project. It is understood that confidential

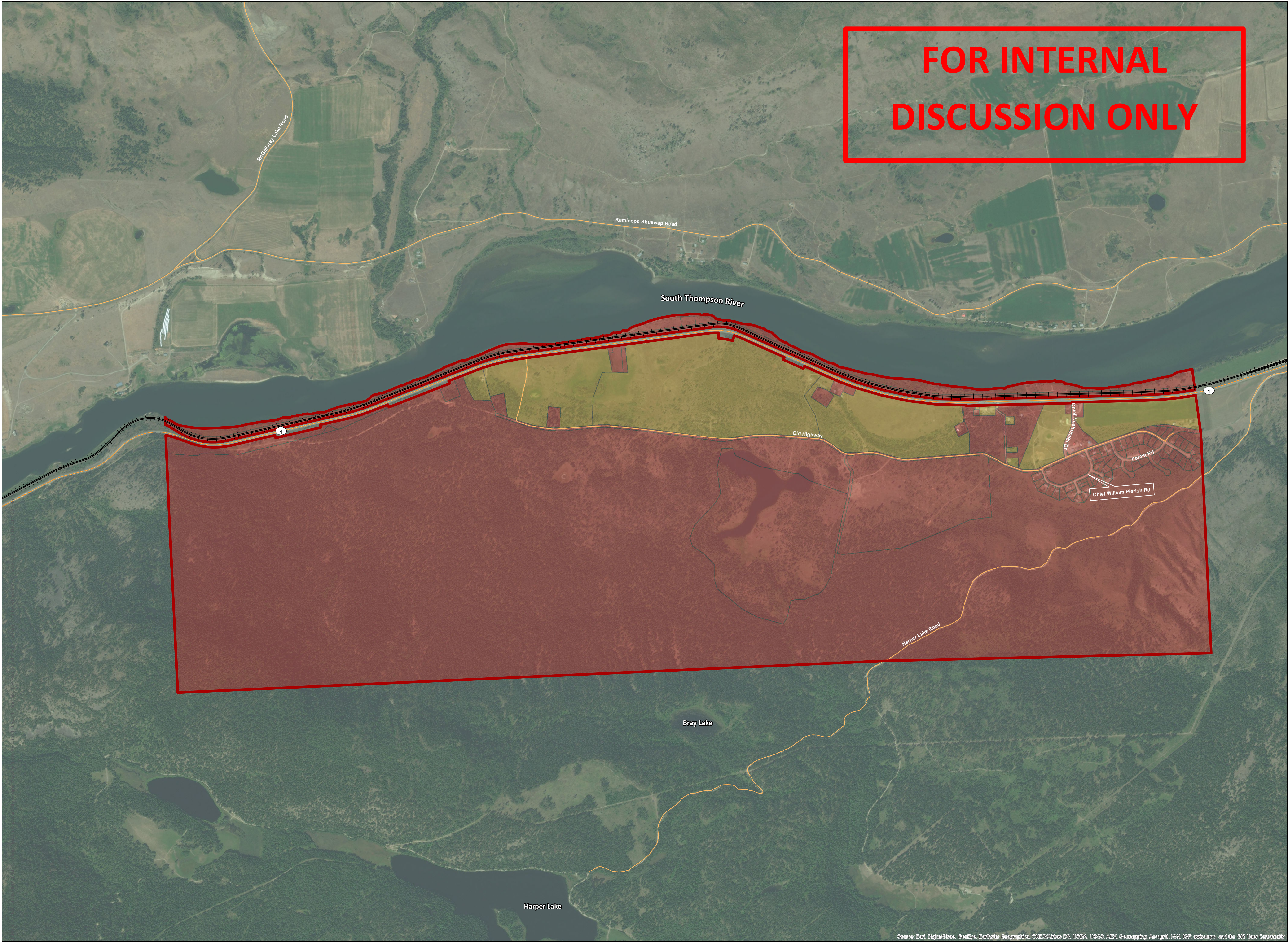


business plans and ideas maybe shared during the discussions with each CP Holder. The communications team will only share information and report land use ideas as agreed with the CP Holder.

Kitchen table meetings will be scheduled with CP Holders and their families (where requested) to discuss their land use ideas one on one with Sk'atsin staff. In preparation for the kitchen table meetings, a short list of land use questions will be developed by Sk'atsin. These questions will help ensure consistent information is gathered from each meeting that can then be used to shape the draft land use plan. For questions and comments that are brought up during the kitchen table meetings that are not specifically related to land use or road network planning, Sk'atsin staff will record them and pass them onto the appropriate Neskonlith department to follow up on.

**Figure 1 - Band Land and CP Land**





Neskonlith Indian Band  
IR #2 Land Use Plan

Band Land and CP Held Land

**Legend**

- Roads
- Railway
- Band Land
- CP Lands
- Reserve Boundary

The accuracy & completeness of information shown on this drawing is not guaranteed. It will be the responsibility of the user of the information shown on this drawing to locate & establish the precise location of all existing information whether shown or not.

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Kilometers

Coordinate System:

NAD 1983 UTM Zone 11N

Data Sources:

Data provided by -

Scale:

1:10,000

Project #:

4048.0001.01

Author:

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FIGURE 1



## 4 Communication Strategy with External Stakeholders

### 4.1 Ministry of Transportation and Infrastructure

The most significant external stakeholder is the Ministry of Transportation and Infrastructure (MoTI). MoTI is undertaking significant highway four laning improvements as part of an overall long term strategy to four lane Highway 1 to the Alberta border. Improving safety issues is one of the primary rationales to make improvements to Highway 1 within IR#2. To ensure that safe access improvements are made, within the access density requirements identified in the Trans-Canada Highway Access Management Strategy, Monte Creek to Salmon Arm, (2009), MoTI need to understand trip generation and distribution patterns. How the land is used on IR#2 directly affects how the highway and accesses are planned.

A technical advisory group has been established, which includes involvement of MoTI staff with expertise in Project Management, Transportation Planning, First Nations Relations and Highway Design. The Sk'atsin project team will engage with the technical advisory group at strategic milestones in the project to discuss land uses, the internal road network and its interface with the Highway.

### 4.2 Village of Chase & Columbia Shuswap Regional District

During the preparation of the land use plan, the Sk'atsin project team will meet with Village and Regional District staff to understand growth, development applications and infrastructure plans that may influence the land use or road network planning on IR#2.

## 5 Communication Strategy with Neskonlith Chief and Council

Throughout the process to develop a land use and road network plan, Sk'atsin staff will regularly communicate with Neskonlith Chief and Council. These regular updates along with more formal discussions as outlined below, will ensure Chief and Council are kept informed of progress and are aware key decision points as the land use and road network plan evolves. Sk'atsin staff will also prepare for the following strategically timed meetings with Chief and Council:

#### 1. Chief and Council Workshop #1

- a. Project introduction
- b. Strategic benefits of the project
- c. Discuss vision and guiding principles

#### 2. Chief and Council Meeting #2

- a. Discuss background summary report and strategic goals
- b. Discuss Draft Land Use Plan
- c. Confirm communications strategy and engagement activities

#### 3. Chief and Council Meeting #3

- a. Present draft Road Network Plan prior to community meeting





**4. Chief and Council Meeting #4**

- a. Present final Land Use and Road Network Plan for approval.

It is anticipated that the final Land Use and Road Network Plan be endorsed by Chief and Council with a Band Council Resolution.



## 6 Tactics Schedule

The following table is an outline of proposed dates, target audiences and tactics that will be used during the preparation of the land use and road network plan. Sk'atsin's Project Manager will approve all communication output and/or presentation materials prior to them being released.

DATE	AUDIENCE	TACTICS	REQUIRED STEPS	RESPONSIBILITIES
Wk of April 4	Chief and Council	Workshop	Confirm meeting date. Prepare project introduction PowerPoint presentation (PPT).	1. Sk'atsin to determine date. 2. USL prepare PPT. 3. Sk'atsin to approve PPT. 4. Sk'atsin & USL to present.
Wk of April 11	Local Governments	Meeting	Schedule meeting date. Prepare meeting agenda/questions.	1. Sk'atsin to schedule. 2. USL to prepare agenda. 3. Sk'atsin to approve.
April 11 – 29	CP Holders – Land Use	One-on-one, kitchen table-style meetings	Schedule meetings. Prepare meeting agenda/questions, fact sheets and maps.	1. Sk'atsin to schedule meetings. 2. USL to prepare meeting agenda/questions and maps. 3. Sk'atsin to approve.
Wk of May 2nd	Chief and Council – Draft Land Use Plan	Formal presentation	Schedule meeting date. Prepare PPT on draft land use plan.	1. Sk'atsin to determine date. 2. USL prepare presentation. 3. Sk'atsin to approve PPT.
Wk of May 9th	MoTI Technical Advisory Group – Draft Land Use Plan	Formal presentation	Schedule meeting date. Prepare PPT on draft land use plan.	1. USL to prepare PPT 2. Sk'atsin to approve 3. USL to present
Wk of May 16th	Membership – Draft Land Use Plan	Community Dinner and Display	Host a community dinner to communicate draft LUP.	1. Sk'atsin to determine date and catering. 2. USL to prepare advertising materials and information panels. 3. Sk'atsin to organize advertising.
May 23 <sup>rd</sup> – June 3 <sup>rd</sup>	CP Holders – Road Network and Access	One-on-one, kitchen table-style meetings	Schedule meetings. Prepare meeting agenda/questions, fact sheets and maps.	1. Sk'atsin to schedule meetings. 2. USL to prepare meeting agenda/questions and maps. 3. Sk'atsin to approve.
Wk of June 6th	Chief and Council – Road Network and Access	Formal presentation	Schedule meeting date. Prepare PPT on draft road network plan.	1. Sk'atsin to determine date. 2. USL prepare presentation. 3. Sk'atsin to approve PPT.
Wk of June 6th	MoTI Technical Advisory Group – Road Network and Access	Formal presentation	Schedule meeting date. Prepare PPT on draft road network plan.	1. USL to prepare PPT 2. Sk'atsin to approve 3. USL to present



Wk of June 13th	Membership – Road Network and Access	Community Dinner and Display	Host a community dinner to communicate draft road network plan.	<ol style="list-style-type: none"> <li>1. Sk'atsin to determine date and catering.</li> <li>2. USL to prepare advertising materials and information panels.</li> <li>3. Sk'atsin to organize advertising.</li> </ol>
Wk of June 27 <sup>th</sup>	Chief and Council – Final Land Use and Road Network Plan	Formal presentation	Schedule meeting date. Prepare PPT of final land use and road network plan for approval by Chief and Council.	<ol style="list-style-type: none"> <li>1. Sk'atsin to determine date.</li> <li>2. USL prepare presentation.</li> <li>3. Sk'atsin to approve PPT.</li> </ol>

## 7 Summary

This communication strategy will create a high level of awareness and input from the Neskonlith Indian Band community. The one-on-one meetings planned with CP holders will provide an opportunity to provide specific details from individuals and families, while the community dinners will provide an opportunity for input, discussion and questions. The intended communication strategy outcomes will also offer significant value to deciding which land uses and road network options best suit the local community.