

# Sea to Sky AQMP Consultation Plan

This document outlines the consultation plan for the draft Sea-to-Sky Air Quality Management Plan.

## Goals

The Consultation Strategy has a short-term goal and a long-term goal:

- Short-term: To ensure that the AQMP has support from all community members, and that it is realistic and achievable.
- Long-term: To effectively engage residents, local businesses and municipal staff in air quality management actions.

## Objectives

The objectives of this consultation strategy are:

- For all community members to understand the importance of air quality management, and
- To seek residents, businesses, and municipal staff input into the AQMP.

## Audience and Stakeholders

There are two primary audiences for the AQMP consultation strategy:

- Residents
- Businesses

Secondary audiences include:

- Municipal Staff
- Industry

## Opportunities and Challenges

The consultation plan has a number of key opportunities from which to build.

Foreseeable challenges for the consultation include avoiding potential consultation fatigue due to the number of different processes occurring in the Sea-to-Sky Airshed. For example, Squamish has recently had many rounds of consultation on their new environmental protection bylaw and soon will be reviewing their Official Community Plan.

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## Engagement Strategies

Public consultation will provide feedback on the actions identified in the draft AQMP. The results of the feedback will be incorporated into the final document.

In order to reach a broader range of stakeholders, i.e., those that cannot attend the open houses, documents for review will be posted on the web, in libraries and at municipal offices.

Details of the strategies follow.

### Open House

Six open houses will be coordinated with AQCC member communities to obtain feedback on the draft AQMP. It is proposed open houses take place in Pemberton, Whistler, Squamish, Lions Bay, Bowen Island and Gibsons.

Generic materials for the open house meetings will be developed by The Sheltair Group and include presentation on the AQMP, poster boards, background pamphlet and feedback forms. In addition, press releases and meeting notices would be provided. Customization of materials will be the responsibility of the municipality, if required.

The open house will be promoted on municipal and regional government websites and the Sea-to-Sky Air Quality Website as well as through notices in public places (e.g., municipal buildings, libraries, etc.).

### Website and Electronic Feedback

The draft plan will be posted on the Sea-to-Sky Air Quality website ([www.seatoskyairquality.ca](http://www.seatoskyairquality.ca)) to make it widely available. It is suggested that a “counter” be added to this page and a web-based form for emailing feedback.

### Library and Municipal Offices

Paper copies of the draft AQMP will be available for viewing at local library branches and at municipal offices. This will allow a wider range of stakeholders to provide feedback on the plan.

Feedback forms will be available at these sites and collected.

### Media

The Sheltair Group will draft press releases for advertisement in local newspapers and for radio, notifying the public of ways to participate in the consultation.

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## Materials

Draft materials are attached, and include the following:

### Promotional Materials

- Promotion of AQMP and Consultation events
- Press Release & Advertisement
- Invitations & Notices

### Material for Events

- Backgrounder / Pamphlets
- Poster Text and Layout
- Feedback Form
- Presentation (at a later date)

## Performance Measures

The success of the consultation will be defined by the following performance measures:

- Open house attendance (# of people/per community)
- Feedback Forms returned and/or email feedback (# of responses)
- Web visits (# of visits or downloads of the draft plan)

The table below provides suggested targets for defining success.

| <b>Measure</b>  | <b>Targets</b> |
|---|----------------|
| Open House Attendance (# of people per community)       | > 25 people    |
| Feedback Forms Returned (# of responses per community)  | > 20 responses |
| Web visits (# of visits or downloads of the draft plan) | > 25 downloads |