

District of Summerland Health Centre Feasibility Study

Engagement & Communication Plan

Draft V1

August 17, 2021



TABLE OF CONTENTS

Introduction.....	3
Project Information.....	3
Guiding Documents.....	4
Identification of Stakeholders	4
Key Stakeholders	5
Engagement Process	6
Deliverables & Engagement Strategies.....	7
Communication Plan.....	9

Introduction

The District of Summerland approved the development of a Health Centre Feasibility Study (HCFS) Business Case for a proposed Summerland Primary Health Care Centre. The HCFS will identify a set of strategic planning principles to form the basis for achieving the goals, objectives, and strategies outlined by the District, identify potential partnership opportunities, and outline the operational planning initiatives and guidelines that will direct the developments. The HCFS is intended to provide a planning framework to determine need, location, layout, and cost and guide decision-making on the part of the District and stakeholders.

The objectives of this Project are as follows:

- Determine potential sites for the location of a Health Care Centre within the District of Summerland.
- Identify a preferred site location, develop a concept plan, capital costs and operational business plan for a new Health Care Centre to meet the needs of the community.
- Develop a comprehensive Feasibility Study to be integrated into the Business Plan for Council's consideration.
- Determine impacts to the community if a Health Care Centre is not considered feasible.
- Identify the capital and operational financial implications of implementation of a new Health Care Centre to meet the needs of the community.

The District of Summerland has the responsibility for overseeing the development of the HCFS and the development of the HCFS requires extensive input from stakeholders, hence the need for a stakeholder engagement plan.

Project Information

Project Name: District of Summerland Health Care Centre Feasibility Study

Website URL: <https://www.summerland.ca/rec-and-health-centre>

Client Project Manager: Lori Mullin, Director of Community Services, District of Summerland

Project Architect and Communication Lead: Gus Spanos, Architect AIBC

Project Start Date: June 14, 2021

Project Completion Date: December 17, 2021

Capital Cost: TBD

Guiding Documents

The Health Centre Feasibility Study is informed by the following initiatives and guidelines:

- Summerland Community Recreation & Health Centre Needs Assessment (2021)
- Summerland Community Recreation & Health Centre Memorandum of Understanding (2020)
- District of Summerland Official Community Plan (2015, updated 2018)
- Summerland Health Centre Business Case (2021-02-09 initial analysis document)
- District of Summerland Zoning and Bylaw Policies
- District of Summerland Asset Management Policy
- District of Summerland Community Energy and Emissions Reduction Plan (2020)
- CSA Z-317.13 – 12 – Infection control during construction, renovation, and maintenance of health care facilities
- CSA Z-8000 – 18 – Canadian Health Care Facilities

Identification of Stakeholders

A Stakeholder Consultation Matrix will be developed and included in this document for approval by the District of Summerland. Stakeholders are identified in the following categories:

- **Key Stakeholder:** input is highly influential, and the outcome is of high interest
- **Meet Special Interest Needs:** input involves a specific perspective included in the analysis.
- **Show Consideration:** inform as part of the development process and address questions as they arise.
- **Inform:** inform progress through normal District of Summerland communications channels and address questions as they arise.

Key Stakeholders

Stakeholder Group	Quadrant	Location
Municipal Council	Key Stakeholder	Summerland
Steering Committee	Key Stakeholder	Summerland
South Okanagan Similkameen Division of Family Practice	Key Stakeholder	Summerland
Interior Health	Key Stakeholder	Kelowna
Potential Partners	Meet Special Interest Needs	Summerland and Penticton
Lessors (e.g., Private Practice Landlords)	Meet Special Interest Needs	Summerland
Local Community (e.g., patients)	Show Consideration	Summerland
Local Authority Having Jurisdiction	Show Consideration	Summerland
Adjacent landowners, residents, and businesses	Inform	Summerland

Engagement Process

1. Purpose

- Consult throughout the development of the Plan to gain stakeholder insights into the current state, priorities, and vision.
- Engage with stakeholders to ensure the analysis and resulting Plan reflects their input.

2. Principles

- Make engagements meaningful.
- Build trust through transparency and responsiveness.
- Encourage collaboration with the people affected by an issue.
- Create a safe environment to explore ideas and learn together.
- Reflect the diversity of stakeholders to benefit from the right mix of people and ideas.
- Set clear expectations with stakeholders and communicate the impact of their contributions.
- Make it easy to take part effectively.
- Honour the rights of Indigenous peoples to be consulted on issues affecting them.

3. Constraints

- Level of participation based on interests and choice.
- Method and degree of stakeholder engagement impacted by COVID-19 pandemic mitigation measures.
- Open space and self-guided; whoever comes are the right people.
- Accessible by invitation and through public promotion, with demographic characteristics captured for each participant (survey or pre-populated data).

4. Stakeholder Invitations

- All engagement activities should be relationship-driven, aimed at deepening engagement and never harming the relationship. Key stakeholders must be involved in planning:
- Steering Committee to identify the status of key contacts, regular channels of communication, motivations, anticipated opposition, etc.
- Project Team will create a list of potential industry and community partners.
- Steering will provide a list of clients and suggest inclusion criteria to ensure a rich cross-section and provide informed input.

Deliverables & Engagement Strategies

Date	Project Phase	Deliverables	Engagement Strategies
June – July 2021	Phase 1 – Project Familiarization & Data Gathering	<ul style="list-style-type: none"> Update Council Update Health Centre Steering Committee Develop Communication Plan 	Project Team <ul style="list-style-type: none"> Council Presentation – June 22 Steering Committee Meeting – June 24 Project Initiation Meeting – June 28 Council Presentation – August 23
July – September 2021	Phase 2 – Site Location Investigation	<ul style="list-style-type: none"> Update Council Update Health Centre Steering Committee Determine suitable sites, including joint site with Recreation Centre Project Team, for development and impact to stake holders and community 	Project Team <ul style="list-style-type: none"> Steering Committee Meeting – July 29 Steering Committee Meeting – August 12 DoS Planning and Engineering Meeting – August 12 Recreation Centre Meeting – August 16 Steering Committee Meeting – August 26
August – September 2021	Phase 3 – Concept Design Work & Site Fit	<ul style="list-style-type: none"> Update Council Update Health Centre Steering Committee Review and develop Functional Program with Health Centre Steering Committee based on the needs of the community Determine if space for a potential partner should be added to the Functional Program Discuss impacts of site selection with Health Centre Steering Committee Develop short list site selection with Health Centre Steering Committee Meet with local developers, lessors, and potential business partners 	Project Team <ul style="list-style-type: none"> Council Presentation – August 23 Steering Committee Meeting – August 26 Steering Committee Meeting – August 31 (tbd) Steering Committee Meeting – September 9 (tbd) Council Presentation – September 27 or October 11 (tbd) Steering Committee Meeting – September 23 Partnership Opportunities: Interviews with potential partners – August 26

Date	Project Phase	Deliverables	Engagement Strategies
September – November 2021	Phase 4 – Community Engagement	<ul style="list-style-type: none"> Initial Engagement Update Health Centre Steering Committee Inform public about project Evaluate concept options with stakeholders Identify opportunities and impacts and risk mitigation strategies with stakeholders Follow-up Engagement Update Health Centre Steering Committee Conduct on-line survey Present and gather feedback from stakeholders and the community. Follow-up Final Engagement Update Council Update Health Centre Steering Committee Present and gather feedback from stakeholders and the community during an in person open house. 	<p>Project Team</p> <ul style="list-style-type: none"> Steering Committee Meeting – October 7 Council Presentation – October 18 Steering Committee Meeting – October 21 <p>Public</p> <ul style="list-style-type: none"> Project press release through the DoS utilizing website posts Online survey – October 25 – November 1 Open House – November 11 – 16
October – November 2021	Phase 5 – Costing & Financial Analysis	<ul style="list-style-type: none"> Update Council on costing analysis Update Health Centre Steering Committee on costing analysis 	<p>Project Team</p> <ul style="list-style-type: none"> Steering Committee Meeting – October 21 Council Presentation – November 8(tbd) Steering Committee Meeting – November 18
November – December 2021	Phase 6 – Progress Recommendations & Reporting	<ul style="list-style-type: none"> Update Council on project outcome Update Health Centre Steering Committee on project outcome Update public on project outcome 	<p>Project Team</p> <ul style="list-style-type: none"> Steering Committee Meeting – December 2 Council Presentation – December (tbd) <p>Public</p> <ul style="list-style-type: none"> Utilizing DoS website to provide outcomes – December 21

Communication Plan

Date	Format	Deliverables	Action
Phase 4 – Phase 6	<ul style="list-style-type: none"> Update DoS Health Centre project website 	<ul style="list-style-type: none"> Provide project overview and schedule each month Dates of Engagement Strategies Provide answers to FAQs Provide project contact/email Provide updates via email 	<ul style="list-style-type: none"> Thinkspace to inform content DOS to update website, review and post content
Phase 4 – Phase 6	<ul style="list-style-type: none"> Health Centre project email address 	<ul style="list-style-type: none"> Allow project team to field queries throughout each phase 	<ul style="list-style-type: none"> DOS team to forward relevant responses to project team
Phase 4 – Phase 6	<ul style="list-style-type: none"> Project updates via email 	<ul style="list-style-type: none"> Provide project updates and dates of engagement strategies 	<ul style="list-style-type: none"> Thinkspace to inform content DOS to update website, review and post content
September 1, 2021	<ul style="list-style-type: none"> Social media, DoS Health Centre project website, and e-mail list 	<ul style="list-style-type: none"> Provide project updates and dates of engagement strategies 	<ul style="list-style-type: none"> Thinkspace to inform content DOS to update website, review and post content
October 1, 2021	<ul style="list-style-type: none"> Social media, DoS Health Centre project website, and e-mail list 	<ul style="list-style-type: none"> Provide project updates and dates of engagement strategies Solicit survey participation Inform project outcomes Link to project website 	<ul style="list-style-type: none"> Thinkspace to inform content DOS to update website, review and post content
October 25, 2021,	<ul style="list-style-type: none"> Social media, DoS Health Centre project website, and e-mail list 	<ul style="list-style-type: none"> Launch survey Announce open house date 	<ul style="list-style-type: none"> Thinkspace to inform content DOS to update website, review and post content

Date	Format	Deliverables	Action
November 1 – 16, 2021	<ul style="list-style-type: none"> In-person open house 	<ul style="list-style-type: none"> Conduct open house (potentially in conjunction with Rec Centre Open House) date to be determined 	<ul style="list-style-type: none"> Thinkspace to inform content and provide graphic representation of Health Care Facility short list options
November 23, 2021	<ul style="list-style-type: none"> Social media, DoS Health Centre project website, and e-mail list 	<ul style="list-style-type: none"> Inform stakeholders and public of preliminary project outcomes 	<ul style="list-style-type: none"> Thinkspace to inform content
December 2021	<ul style="list-style-type: none"> Social media, DoS Health Centre project website, and e-mail list 	<ul style="list-style-type: none"> Inform stakeholders and public of project outcomes 	<ul style="list-style-type: none"> DOS to update website, review and post content