

North Peace Leisure Pool

High-level engagement strategy | 2022

Following a three-year hiatus, the North Peace Leisure Pool project is proceeding to the final stages of community engagement.

Objectives

- Review and remind community of North Peace Leisure Pool engagement results from 2018-2019
- Check-in to confirm broad priorities remain the same and offer new residents a chance to provide input
- Seek input on identifying community priorities for uses/spaces related to project costs

Engagement Approach

- Online stakeholder sessions (May 2022)
 - Four Zoom sessions with key stakeholders
- Bang the Table online engagement (May-June 2022)
 - Background and results from 2018-2019 engagement
 - Documentation
 - Community survey (open link, not representative)
- Open house events (May 2022)
 - One Zoom virtual open house
 - One in-person (Fort St. John)
- Statistically valid survey (May-June 2022)
 - Conducted by third party polling firm to provide a representative sample based on Statistics Canada profile for Fort St. John, Taylor, and Electoral Areas B, C. Results of community survey via Bang the Table could also be analyzed and presented alongside representative survey.

Supporting Communication Approach

- Email blast to promote open house events and survey
- Household mailer
- Online and print advertising and promotion
 - Social media, PRRD Engage page, Energeticcity.ca web banner, radio and local newspapers

