

Summary of Summerland Urban Growth Strategy Public Consultation Elements

Opinionated snapshots: One of our first public engagement activities will be to take to the streets in Summerland and ask people the question: Where do you think growth should go? We will write responses on a paper and take a picture of them. These photos will become “opinion snapshots” that we can use on the website and to stimulate discussion.



REEL Youth videos: Reel Youth will support local youth in making six short videos about their vision for growth in Summerland. These videos will be released on the project website with a press release to launch the project. The videos will capture the hope and aspirations of upcoming generations and will serve to inspire and motivate the community.

Cardboard City: The launch event will be a participatory workshop to collaboratively construct a Future Summerland out of recycled cardboard. Families will be invited to come experience, imagine and construct the community. The resulting 3D map will be an interactive dialogue for people’s critiques and dreams, allowing us to capture a sense of the preferred community characteristics and values. Identifying community values will help frame decision-making at the next stage.



Videos and photos: Videos and photos from the cardboard city workshop will be posted online and to social media to stimulate further discussion. This discussion will be moderated on the website and in social media and also captured in an online poll.

Action Festival - Barbecue: Our team will sponsor a barbecue at the Action Festival in June using local food products. Display boards at the barbecue will illustrate the different scenarios and the trade-offs of the scenarios in the context of the community values identified earlier on. People will be asked to place coloured dots on the scenarios to illustrate what level of support they give to each scenario.

Pecha Kucha- Summerland we knew, Summerland we want: The community engagement process will be wrapped up with a unique ‘open house with a difference’. The Pecha Kucha event will involve presentations from six community members who are invited to present their stories on the community in five minutes using no more than six powerpoint slides. This event will also include a retrospective on the process so far.

