

# COMMUNITY ENGAGEMENT PLAN

UNIVERSITY OF VICTORIA BIOMASS FEASIBILITY STUDY

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March 5, 2013

Developed for:  
University of Victoria

Developed by:  
DIALOG  
in collaboration with FVB

## THIS COMMUNITY ENGAGEMENT PLAN

The purpose of this Community Engagement Plan is to provide clarity about the specific engagement techniques that will be included in the UVic Biomass Feasibility Study process, their sequencing, key audiences, and the timing of the activities.

The Community Engagement Plan (CEP) includes the following information:

1. Project Purpose and Objectives;
2. Project Overview;
3. Stakeholders and Contacts;
4. Engagement Program Overview; and
5. Summary of Engagement Outcomes.

## 1. PROJECT PURPOSE AND OBJECTIVES

### PROJECT PURPOSE AND INTENDED USE

The University of Victoria is acting on its commitment to being a leader in sustainability by considering how it can be more energy efficient. The recently completed Integrated Energy Master Plan identified a biomass thermal energy plant as a key initiative to meet the university's energy needs. UVic is working with Dalkia Canada to assess the feasibility of building and operating a biomass plant on the Gordon Head campus.

The community engagement objectives for this project are to:

- **Inform** the public and stakeholders about the project, including the study process and opportunities for involvement;
- **Educate** about biomass, including its benefits, and the broader context of renewable energy and the energy system;
- **Obtain input** on priorities and aspirations for the biomass plant at the UVic Gordon Head campus, which will be considered in the development of recommendations and options;
- **Explore** interests, opportunities, and options with stakeholders;
- **Report back** and demonstrate how community input was used in developing a preferred option, including the technical criteria used to assess the preferred option.

### PROJECT RATIONALE AND RELATIONSHIP TO UNIVERSITY PLANS

By utilizing the design-build-operate-finance procurement approach, the university expects to secure substantial benefits, including anticipated cost savings, efficient program design and construction scheduling, risk transfer, and achievement of UVic's sustainability objectives including carbon savings. This project is driven by and expected to help deliver on many university goals, including those in the Strategic Plan, Campus Plan, Sustainability Action Plan, and Integrated Energy Master Plan.

#### *Strategic Plan*

This project relates with the Strategic Plan's mission, goals, and objectives. Specifically, this project offers the opportunity to realize the following objectives in particular:

- To demonstrate leadership in sustainability through the continued development and implementation of innovative operational practices and their integration with institutional planning activities (objective #35);
- To manage and protect our human, financial, physical, and information resources in a responsible and sustainable fashion (objective #36); and
- To optimize the use of our human, financial, physical and information resources (objective #37).

### *Sustainability Action Plan*

The university has identified sustainability as a strategic priority for the institution, which creates an imperative for lower-impact energy options on campus. UVic's Sustainability Action Plan sets out sustainability goals, including the following energy related targets that relate to this project:

- Become carbon neutral by 2010 (which has been achieved through the purchase of carbon offsets);
- Reduce overall greenhouse gas emissions by 20% over the 2007 baseline, by 2011; and
- Increase UVic's renewable energy portfolio.

### *Campus Plan*

The Campus Plan helps implement the university's mission by preparing a physical plan and framework for designing and decision-making on campus; redirecting and reshaping development; providing indication of the university's intentions as they related to nearby neighbours, local associations, host municipalities of Oak Bay and Saanich, and the broader community; and setting out implementation actions. The Campus Plan will help guide land use and building decisions related to this project.

The three main goals are as follows:

- Natural and Landscaped Open Space – To maintain and continue to evolve an open space system which protects and enhances environmentally-significant natural areas, provides safe, pedestrian-friendly links throughout campus, and encourages social interaction through outdoor meeting places, relaxation spaces, playing fields and other outdoor recreational venues;
- Land and Buildings – To evolve a land use and building pattern that supports the university's academic mission, respects the unique physical environment, encourages lively social interaction, and promotes compact, pedestrian-friendly, and sustainable development; and
- Travel and Parking – To reduce motor vehicle traffic to the campus and to encourage increased use of public transit, cycling, and walking.

Nested within these goals are several detailed policies that may impact this project. However it is worth noting that a new Campus Plan will be developed in 2014.

### *Integrated Energy Master Plan*

The Integrated Energy Master Plan serves as a road map to support UVic in meeting its targets for energy, carbon, and costs. It identifies how to incorporate new energy sources, capture waste heat and

achieve energy use reductions, evaluate the potential for peak energy demand reductions, and the feasibility of energy supply options.

A biomass heating plant is recommended for UVic as a “significant carbon reduction potential with payback period”. Procuring a biomass fuel study to confirm fuel availability, security, and future energy cost is one of seven key recommendations listed in the Integrated Energy Master Plan.

#### TIMING CONSTRAINTS

A key timing consideration with respect to community engagement is the semester cycle, which involves avoiding late spring and summer months (i.e. April-August) and exam periods for milestone engagement activities.

## 2. PROJECT OVERVIEW

### PROJECT DESCRIPTION

The Feasibility Study will evaluate the benefits of implementing biomass technology at UVic. It will assess how energy is used now and in the future, and determine if biomass is a valid alternative.

UVic currently heats the majority of its buildings with high temperature hot water generated by boilers fueled by natural gas. These boilers account for over 70% of UVic's greenhouse gas emissions. A biomass plant fueled by wood waste may allow the university to significantly exceed its emission reduction targets, eliminate the need to pay in excess of \$700,000 per year in carbon offsets and tax, and reduce what we pay for energy and operational expenses.

The consultants and the steering committee will investigate a variety of alternative technical solutions and bring forward a recommended solution for UVic.

### SITE CONSIDERATIONS

The preferred siting of the plant would be determined over the course of the feasibility study. While there are technical considerations with respect to location – such as proximity to other key buildings on campus, proximity to the hot water distribution network, truck access for fuel delivery, and employee access – there are many potential locations for the plant.

As far as zoning is concerned, the plant would be subject to the District of Saanich's and District of Oak Bay's zoning bylaws, which regulate use, building siting, and building height. For the latter, the University Zone (P-1U) applies; for the former, the General Institutional Zone (P-1) applies.

Other land use policies that influence location and siting are contained within the Campus Plan.

### ZONING, HERITAGE, CODE ISSUES

There are currently no zoning or related regulatory issues associated with the project.

### 3. STAKEHOLDERS AND CONTACTS

#### GENERAL STAKEHOLDERS AND AUDIENCE CATEGORIES

Stakeholders are broadly divided into two categories: the UVic campus community and the external community. Specifically, these two groups include individuals and groups who have an interest in the project and/or who may potentially be impacted by the outcome.

The UVic campus community includes but is not necessarily limited to:

- Faculty;
- Staff; and
- Students.

The external community includes but is not limited to:

- Districts of Oak Bay and Saanich residents within the immediate vicinity of the UVic campus;
- Community associations;
- Special interest community groups;
- District Councils and Administration; and
- The general public.

Community engagement activities will be developed to create opportunities for involvement for both audiences.

#### UVIC PROJECT TEAM LEAD AND CONTACT

This project is being sponsored by the Office of the Vice President Finance and Operations, and is being managed by Facilities Management.

A sub-committee has been established, with representation from Financial Planning and Operations, Campus Planning and Sustainability, Community Relations, and Communications Services. Public and stakeholder inquiries may be directed to the following email address: [biomass@uvic.ca](mailto:biomass@uvic.ca)

#### CONSULTANTS

The prime consultant for this project is Dalkia Energy Inc. FVB Energy Inc. is leading the Feasibility Study, and DIALOG is the sub-consultant responsible for managing community engagement activities.

## 4. ENGAGEMENT PROGRAM OVERVIEW

### APPROACH

The UVic's Community Engagement Framework for Campus Land Use Planning and Development Projects, "Engaging with our Neighbours", provides guidance for community engagement processes and activities undertaken by UVic. The purpose of the framework is to: "respond to a desire to work collaboratively and respectfully with the UVic's surrounding neighbourhood residents and other external stakeholders on land use and development projects". For this project, the "involve" approach will be applied.

### GENERAL COMMUNICATIONS ACTIVITIES

Several outreach channels will be deployed for purposes of inviting participation in the project and providing updates, and may include the following activities:

- Email blasts to listserves;
- Information on UVic websites ("Events and Important Updates" on the UVic main webpage and/or "Campus News" webpage, Campus Planning webpage, etc);
- @Uvicnews on twitter;
- Advertisements in "The Ring" (UVic news publication);
- Advertisements in newspapers;
- Posters (likely on campus only);
- Letters to key individuals and groups affiliated to the UVic and general public;
- Face-to-face updates with the Community Liaison Committee; and
- Media tips.

### INVOLVE

The "involve" approach is defined by the following:

**Goal for Participation** – To work directly with the public throughout the process to ensure that public priorities and aspirations are consistently understood and considered.

**Promise to the Community** – We will work with you to ensure that your priorities and aspirations are directly reflected in the options developed and provide feedback on how public input influenced the decision.

For more information on the "involve" approach and other approaches, refer to the "Engaging with Our Neighbours" framework, which can be viewed on the UVic website here:  
[http://www.uvic.ca/assets2012/docs/pdfs/UVic-Engagement-Framework-Dec-13-2012\\_v1.pdf](http://www.uvic.ca/assets2012/docs/pdfs/UVic-Engagement-Framework-Dec-13-2012_v1.pdf)



## ENGAGEMENT PROCESS STAGES AND ACTIVITIES

### *Process Stages and Objectives*

The public engagement component of this project is divided into three key process stages:

- 1. Understanding Priorities** – The community engagement objectives for the first phase are:
  - To inform about the project, including the study process and opportunities for involvement;
  - To educate about biomass, including its benefits, and the broader context of renewable energy and the energy system; and
  - To obtain input on priorities and aspirations for the biomass plant, which will be considered in the development of recommendations and options.
- 2. Understanding Options** – The community engagement objectives for the second phase are:
  - To explore issues, opportunities, and options with stakeholders;
  - To continue informing and educating; and
  - To demonstrate how community input was used in creating options, and to obtain input on those options.
- 3. Developing Options** – The community engagement objectives for the third phase are:
  - To demonstrate how community input was used to developed a preferred option; and
  - To communicate how technical criteria were used in assessing the preferred option.

### *Key Activities*

The major engagement activities in each of the phases are as follows:

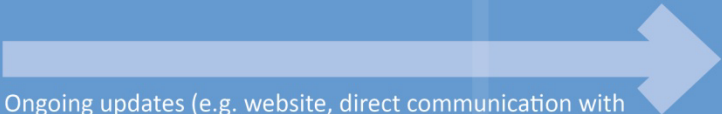
- 1. Understanding Priorities**
  - a. Community Open House #1 (Obtain Input on Priorities & Aspirations) – Spring 2013
- 2. Understanding Options**
  - a. UVic Research Committee Meetings – Ongoing
  - b. Community Open House #2 (Obtain Input on Options) – Fall 2013
- 3. Developing Options**
  - a. Community Open House #3 (Report Back on Preferred Option) – Fall 2013

For each of the key engagement activities, DIALOG will develop an “Event Overview” that details specific event objectives, desired outcomes, tasks (for preparation and execution), responsibilities, timing for material development and review, and logistics needs.

Communications and outreach – including online efforts – will be ongoing over the course of the project.

## ENGAGEMENT WORK PLAN AND TIMING

What follows is a general overview of the project engagement milestones, including their general purpose, timing, responsibilities, and communications efforts.

	<b>Phase 1: Understanding Priorities</b>	<b>Phase 2: Understanding Options</b>		<b>Phase 3: Developing a Preferred Option</b>
<b>Timing</b>	March 2013	April-August 2013	Sept 2013	October 2013
<b>Key Engagement Milestones and Purpose</b>	<b>Open House 1:</b> <ul style="list-style-type: none"> <li>• inform</li> <li>• educate</li> <li>• obtain input on priorities and aspirations</li> </ul>	<b>UVic Research Committee Meetings</b> <ul style="list-style-type: none"> <li>• explore interests and opportunities</li> </ul>	<b>Open House 2:</b> <ul style="list-style-type: none"> <li>• obtain input on options, toward the creation of a preferred option</li> </ul>	<b>Open House 3:</b> <ul style="list-style-type: none"> <li>• demonstrate how community input and technical criteria were used in creating a preferred option</li> </ul>
<b>Responsibility (i.e. lead on executing task)</b>	↓ DIALOG  UVic ↑	↓ DIALOG, FVB, Dalkia, UVic  UVic ↑	↓ DIALOG  UVic ↑	↓ DIALOG  UVic ↑
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Open House 1 advertising</li> <li>• General communications launch (website, etc)</li> </ul>	<ul style="list-style-type: none"> <li>• Media release</li> </ul>	<ul style="list-style-type: none"> <li>• Open House 2 advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Open House 3 advertising</li> <li>• Final updates / circulation and posting of report</li> </ul>
 <p>Ongoing updates (e.g. website, direct communication with stakeholders, etc.)</p>				

## 5. SUMMARY OF ENGAGEMENT OUTCOMES

This section will be completed following completion of engagement activities.