

# **Area C OCP Review**

## **2026 - 2028**

### **Communications & Engagement Strategy**



**SQUAMISH - LILLOOET**  
REGIONAL DISTRICT

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## 1.0 Introduction

This document outlines the engagement strategy that staff will undertake during each phase of the Squamish-Lillooet Regional District (SLRD) Electoral Area C Official Community Plan (Area C OCP) Review. It is intended as a working document for staff and elected officials to guide engagement work, timelines and outcomes. The overall goal is to ensure that the Area C OCP Review is shaped by extensive community feedback and meaningful discussions that are represented in the final plan.

### 1.1 The value of community engagement

Comprehensive, meaningful and effective public engagement will be the cornerstone of the Area C OCP Review. It grounds an OCP in the lived experience of residents and ensures future growth and development aligns with local values. It gives the public a direct voice in determining how and where their communities grow, and which types of areas should be preserved and protected. Meaningful consultation builds open communication, dispels misinformation and ensures that local government is accountable. Providing opportunities for meaningful input when updating official community plans ensures residents directly influence the future of the area.

The Electoral Area C OCP last underwent a major review in 2008 (adopted in 2009). Since that time, only minor updates to the Area C OCP Bylaw have been made. A comprehensive review of the Area C OCP document is timely and will incorporate current information and best practices.

From 2006 to 2011, Electoral Area C saw minimal population growth. However, from 2011 to 2016, the population growth rate for Electoral Area C was 26.4% and between 2016 and 2021, the population of Electoral Area C (including the Pemberton Valley and local First Nations communities) grew by 20%. The population in 2021 was 3,492, as reported by Statistics Canada. The 2026 Canadian Census data will be released publicly in stages, with population and dwelling counts scheduled for February 10, 2027. This number will be updated following the release. Anecdotally, regional demographics are shifting toward younger community members, supported by remote work opportunities.

As part of the Area C OCP Review, there is a need to understand the unique needs of community members – be they longstanding members of the Area C community, or newcomers to the area.

This project will seek to outline both an area-wide vision and individual visions for each unique community / neighbourhood that is located within the project area. These visions will emerge through community dialogue, as will the identification of emerging issues or hot-topic items. Seeking feedback from those living and working in Area C will be key to creating an OCP document that reflects the needs of local community members and is well supported.

Key issues identified by staff that will be addressed through the Area C OCP Review include housing needs, the preservation of agricultural land for farming, the benefits and drawbacks of tourism (including agri-tourism), reconciliation with First Nations, climate action, and park dedication guidance for rural residential subdivisions. Additional emergent issues will be uncovered through the community engagement process, and there is the possibility for localized content.

## 1.2 Engagement principles

- Ensure broad awareness of this project to increase engagement participation;
- Target diverse participants from the region, including both full-time and part-time residents, to ensure we gather meaningful input and create buy-in for the updated OCP;
- Engage Rights-Holders (Lílwat Nation, N'Quatqua, T'it'q'et and Squamish Nation) and seek pre-engagement to invite collaboration and early involvement;
- Prioritize a shared understanding of the OCP Review and how the OCP fits into the overall regional planning process, including the SLRD Regional Growth Strategy;
- Incorporate educational components from the onset of the project to ensure a clear understanding of what an OCP is;
- Utilize multiple methods of engagement, including different forms of in-person and online engagement, to encourage participation.
- Provide both in-person and online engagement opportunities that acknowledge the need for scheduling flexibility and accessibility.

## 1.3 Purpose and objectives

The purpose of this Communications and Engagement Strategy is to guide the work of SLRD staff as we engage the community, rights-holders, interested organizations and partners in the development of the updated Area C OCP. The SLRD aims to adopt a new OCP for Area C in the next 12 to 24 months. In order to create an OCP document that has community buy-in and works effectively for the needs of local community members, we must understand the community's existing and desired needs, aspirations, values, and vision. This will be achieved through the engagement process.

### OBJECTIVES

#### Communicate to build awareness and understanding

- Work toward broad awareness of the project, process, and how an OCP fits in with the overall regional planning process (including how it will work in practice) to spark interest; and
- Share clear information about the key issues and opportunities to be addressed through the project.

#### Create a variety of opportunities for meaningful input

- Provide a range of engagement opportunities that are meaningful – sharing information about the project, gathering input, and encouraging dialogue; and
- Gather input and ideas from a diverse cross section of community members and interest holders that will be used to inform the Area C OCP Review.

#### Ensure clear outcomes and accountability

- Present the input and feedback in a manner that informs the development of the revised Area C OCP; and
- Document the process with clear and transparent information on engagement timelines, opportunities and how input will be used.

## 1.4 Levels and methods of public engagement

The SLRD will use its Engagement Framework (endorsed by the Board in 2023) developed on the principles of the International Association of Public Participation (IAP2) to define the public's role in our community engagement process. This allows the SLRD to be transparent – establishing what we are engaging on, how we are engaging, and how input gathered will be used to influence the process. The IAP2 spectrum for public participation shown below will act as a guide with respect to the levels of engagement that will occur throughout the project and the associated promises to the community.

| INCREASING IMPACT ON THE DECISION  |                                                                                                                                                          |                                                                                                                                                  |                                                                                                                                                                                           |                                                                                                                                                                           |                                                            |
|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
|                                                                                                                       | INFORM                                                                                                                                                   | CONSULT                                                                                                                                          | INVOLVE                                                                                                                                                                                   | COLLABORATE                                                                                                                                                               | EMPOWER                                                    |
| PUBLIC PARTICIPATION GOAL                                                                                             | To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions. | To obtain public feedback on analysis, alternatives and/or decisions.                                                                            | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.                                        | To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.                     | To place final decision making in the hands of the public. |
| PROMISE TO THE PUBLIC                                                                                                 | We will keep you informed.                                                                                                                               | We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. | We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision. | We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible. | We will implement what you decide.                         |

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### IAP2 Framework

Engagement will be designed within the first three levels of the spectrum – inform, consult, and involve. If possible, we will endeavour to attain the fourth level of the spectrum – collaborate, during certain aspects of the review.

### Effective engagement methods by IAP2 category

Each level of the IAP2 spectrum for public participation utilizes different tools to successfully deliver on its specific promise to the public. The SLRD will employ a variety of public engagement tools from the lists below.

**🔊 Inform:** The goal of this level is to provide balanced, objective information to help the public understand the process, the timelines, the considerations, or final product of the Area C OCP review. The SLRD will employ a number of communications measures through various channels to 'inform.' These may include:

- Briefs to summarize project details.
- Website project pages featuring project details including timelines and FAQs (frequently asked questions) while promoting engagement opportunities.

- Open houses with information displays.
- Electronic newsletters.
- Direct mail.

## **Consult**

The goal of this level is to obtain public feedback on analysis, alternatives, or final decisions. The SLRD may employ the following tools to ‘consult’:

- Public surveys to collect broad quantitative data.
- Focus group discussions for targeted qualitative insights.
- Comment forms on draft planning documents.
- A formal public hearing to record community statements.

## **Involve**

The goal of this level is to work directly with the public to ensure their concerns are consistently understood and considered. Where possible, the SLRD may employ the following tools to ‘involve’:

- Community Advisory Committees to review ongoing project data.
- Community or neighbourhood targeted meetings with facilitated small-group tables.
- Deliberative polling to gauge informed public opinion.

It is important to stress that engagement with the public (residents, landowners, neighbours) is the cornerstone of developing an effective OCP. Other components involve seeking technical expertise and Board/staff direction. In order to garner in-house technical expertise, the SLRD will create an Internal Advisory Committee. Direction from the Board will come in the form of staff reports and associated Board resolutions. Other Senior levels of government (provincial and federal agencies) will be engaged through referrals. Together all of these components will result in a successful OCP update.

### **1.5 Engagement with rights-holders**

SLRD Area C is geographically located within the traditional territory of the St’at’imc Nation, including the overlapping traditional territories of Líl’wat, N’Quatqua, T’it’q’et, Samahquam and Skatin, and Sk̓wx̓wú7mesh Úxwumixw (Squamish Nation). To ensure inclusivity, it is advisable that the various Nations be formally invited to participate in the Area C OCP Review process. Effective First Nations consultation requires an initial discussion or ‘pre-engagement’ with each Nation to explore preferred options and capacities for effective involvement of their communities. It is inadvisable to pre-determine in any great detail what effective consultation with Indigenous communities would look like without first involving the affected First Nations in the design of the plan.

As rights-holders, separate government-to-government engagement processes may be appropriate with each First Nation community, following established or future (if desired) Consultation Protocol Agreements.

Pre-engagement will be comprised of outreach (emails/phone calls) inviting the opportunity to touch base via either face-to-face or Microsoft Teams for an initial introduction and information sharing. The preparation of 2 page Project Briefs will be circulated along with a map showing

overlaps between Electoral Area C and traditional territory boundaries, following by formal referrals (either emailed or uploaded via consultation portals) or written correspondence advising that the project is being undertaken and inviting engagement.

Indigenous knowledge and wisdom about the land, resources and stewardship will ensure the OCP policies respect traditional territories, protect cultural heritage, and acknowledge title and rights. Following the adoption of the [SLRD Truth and Reconciliation: In Practice – A Guide for Working in a Good Way](#), the SLRD recognizes the importance of moving past ad-hoc and minimal consultation requirements for an OCP update set by the *Local Government Act*. The SLRD is dedicated to engaging on a level that advances reconciliation commitments, seeking feedback that could significantly influence long-term development strategies, land use policies and infrastructure planning.

First Nations could provide valuable input on several key areas during the Area C OCP Review:

- Cultural heritage & resource protection: Identifying and mapping culturally significant sites, archaeological areas, traditional use areas, and sensitive environmental ecosystems so they are not damaged by electoral area development.
- Land use & economic development: Outlining priorities for the Nation's land base, identifying sustainable economic opportunities, and negotiating how adjacent electoral area growth interacts with Traditional Territory Land Use designations or reserve boundaries.
- Housing & community services: Collaborating on shared regional infrastructure, such as water, sewer, and transit services, as well as ensuring the OCP addresses broader regional housing needs.
- Reconciliation & policy integration: Inclusion of Indigenous acknowledgment, reconciliation policies, and representation in land use planning decisions.

## 1.6 Audiences

### Community partners

Individuals, groups, or representatives of organizations – including other government agencies, business interests, community groups, and specific subsets of the general public.

- **Community groups and non-profit organizations**
  - Anderson Lake Historical Society
  - Blackwater School Parents Advisory Council
  - Birken Community Association
  - Birken Volunteer Fire Society
  - Birken Recreational and Cultural Society
  - Pemberton & District Chamber of Commerce
  - Pemberton & District Museum and Archives Society
  - Pemberton Farmers' Institute
  - Pemberton Off Road Cycling Association (PORCA)
  - Pemberton Meadows Fire Association
  - Pemberton Seed Potato Growers Society

- Pemberton Valley Seniors' Society
- Pemberton Valley Trails Association
- Pemberton Wildlife Association
- Pemberton Women's Institute
- Sea to Sky Invasives Society
- Stewardship Pemberton Society
- Tourism Pemberton
- Tourism Whistler
- Whistler-Blackcomb
- Whistler Chamber of Commerce
- **Business owners/industry representatives**
  - Recreation and accommodation (for example):
    - Broken Boundary Adventure Company
    - Ivy Lake Lodge
    - Sweetwater Lane Farm
    - Whitecap Alpine
  - Equestrian (for example):
    - Copper Cayuse Outfitters
    - Dreamcatcher Meadows
    - Riverlands
  - Industry (for example):
    - Spelkúmtn Community Forest
    - Innergex
  - Services (for example):
    - Realtors (Danielle Menzel)
  - Food and Agriculture (for example):
    - Pemberton Valley Farms
    - Shaw Creek Farm
    - Beer Farmers
    - Helmers Organic
    - Ronayne Farms
    - North Arm Farm
    - Willowcraft Farm
- **Local Government and Provincial and Federal Government Agencies**
  - Agricultural Land Commission
  - BC Parks
  - Ministry of Agriculture
  - Ministry of Environment
  - Ministry of Forests – Archaeological Branch
  - Ministry of Municipal Affairs and Housing
  - Ministry of Transportation and Transit
  - Ministry of Water, Land and Resource Stewardship
  - Pemberton Valley Dyking District
  - RCMP
  - Recreation Sites and Trails BC

- Resort Municipality of Whistler
- School Districts No. 48 (Sea to Sky) & No. 93 (Conseil scolaire francophon)
- Vancouver Coastal Health
- Village of Pemberton
- Adjacent Regional Districts
- **Utility Providers**
  - BC Hydro
  - Rogers
  - SHAW
  - TELUS

## First Nations

Líl'wat Nation and the St'át'imc Nation communities of N'Quatqua, T'ít'q'et, Skatin, and Samahquam, and Skwxwú7mesh Úxwumixw.

## General Community

The SLRD Area C population is diverse and comprises several rural residential neighbourhoods or settlement areas (referred to as communities). The goal of the engagement process will be to ensure that the broadest level of public outreach is accomplished. Specifically, outreach efforts will seek to engage:

- Area C Residents (full-time and part-time)
- People who work in Area C
- A range of age groups (youth, young adults, families, seniors)
- Vulnerable and underserved populations as applicable

## Squamish-Lillooet Regional District (SLRD)

- **SLRD Area C OCP Review Community Advisory Committee**
  - The SLRD will convene a volunteer Advisory Committee made up of residents from across Area C who will provide insight and advice on area-wide and neighbourhood/community specific issues and concerns.
  - The Advisory Committee will ideally include one representative from each of the following neighbourhoods/communities/settlement areas:
    - Pemberton Fringe/Pemberton Meadows
    - Wedgewoods Estates/Highway 99 properties (between Pemberton and Mount Currie)
    - Lillooet Lake Estates/Heather Jean Properties
    - Mount Currie/Walkerville/Reid Road/Owl Ridge neighbourhoods
    - Poole Creek/Birkenhead Lake Estates/Birken/Gates Lake
    - Devine/Blackwater
    - D'Arcy/Anderson Lake
- **SLRD Area C OCP Review Internal Advisory Committee (IAC)**
  - The SLRD IAC will provide inter-departmental advice and input during various stages of the review.
  - The IAC includes representatives from the following SLRD Departments:

- Communications & Engagement
  - Infrastructure & Environmental Services
  - Office of the CAO
  - Planning & Development
  - Protective & Emergency Services
  - Strategic Services
- **SLRD Area C Agricultural Advisory Commission (AAC)**
    - The current Area C AAC will provide feedback and input, specifically relevant to agricultural land preservation, production/food systems and agri-tourism objectives and policies, at various stages during the review.
  - **SLRD Board of Directors**
    - The SLRD Board of Directors will provide guidance and oversight to staff during various stages of the review.

## 2.0 Timeline

### Area C OCP Review Timeline



## 3.0 Engagement by project phase

This section details specific engagement activities and opportunities provided by the SLRD during each phase of the OCP project.

### 2.1 Phase 1: Pre-Initiation

Phase one will include pre-engagement with First Nations and the Internal Advisory Committee; Phase one does not include public engagement. This initial phase includes document review,

developing Terms of Reference and finalizing a Communications and Engagement Strategy, and all related materials.

### **Pre-engagement with First Nations (May – July 2026)**

Emails inviting opportunities for pre-engagement with Lílwat, N'Quatqua, T'ít'q'et, Samahquam, Skatin, and Squamish Nation were sent by Staff early in this phase. Follow-up meetings have been scheduled for June and July. These initial meetings provide opportunities for SLRD staff to introduce themselves to First Nations staff, provide an overview of the OCP review process, and discuss preferences regarding the engagement process.

### **Internal Advisory Committee meeting #1 (June 23, 2026)**

As outlined above, an Internal Advisory Committee has been formed for the project and will be engaged at a series of key points throughout the development of the updated OCP to ensure cross-departmental expertise is captured.

The first meeting was held on June 23, 2026 which gave Planning staff the opportunity to introduce the project and begin information gathering on current and proposed servicing and infrastructure projects, and OCP topics to be updated relevant to each department.

#### **Materials/Preparation:**

- presentation
- agenda package
- IAC terms of reference

### **Board of Directors – Staff report (July 22, 2024)**

Staff will present a report to the Board at the July meeting to provide the opportunity to consider obligations under Section 475 of the *Local Government Act*. Section 475 requires local governments to provide early and ongoing consultation opportunities for any affected parties during the creation, amendment, or repeal of an Official Community Plan. This legislation mandates that regional districts consider specific groups for consultation, going beyond standard public hearings to ensure local planning is comprehensive and inclusive.

## **2.2 Phase 2: Public Launch**

The goal of Phase two is to initiate public engagement and gather high-level information from participants that will be used by Staff to identify issues and direct the review. It will be focused on sharing information about the review and how community members can be involved.

### **Pop-ups (August - September 2026)**

On several occasions, we will hold “pop-ups”, small, in-person engagement events in Area C to stimulate interest, increase project awareness and drive traffic to the SLRD website (Project page), and online engagement opportunities, including a community survey.

At this time, three pop-ups are planned: one during the Slow Food Cycle event at Helmers Organics (August 16), one at the Birken House Bakery during a Community Pizza Night (August 22), and one at the Village of Pemberton Downtown Community Barn to coincide with the Pemberton Farmers Market (September 11).

#### Materials/preparation:

- Printed boards and easels (SLRD staff to create print and set up boards; easels)
  - What is the OCP?
  - Area C overview
  - Project timeline
  - Key issues to be addressed through the review
  - Online survey and project webpage details
  - Maps
- Handouts with survey details

#### **Area C OCP Review Project Launch – Open House (September 28, 2026)**

An open house, at the Pemberton & District Community Centre, will be held on Monday September 28 from 4 pm to 7 pm. The event will have printed boards, an opportunity to fill out feedback forms / online survey, a resource section, photo contest details, interactive map area and applications for the Community Advisory Committee.

#### Materials/preparation:

- Printed boards and easels (SLRD staff to create print and set up boards; easels)
  - What is the OCP?
  - Area C overview
  - Project timeline
  - Key issues to be addressed through the review
  - Online survey and project webpage details
  - Maps
- Handouts with survey details

#### **Community survey #1 (September 28, 2026)**

An initial online survey will be posted on the Area C OCP Project Page to gather high-level information about participant demographics, and the overall project vision, goals and objectives. Information gathered from this survey will help to shape the Draft OCP document.

#### Materials/preparation:

- Survey questions (survey to be hosted on Survey Monkey and promoted through the SLRD website and social media)

#### **Community Advisory Committee meeting #1 (TBD, October 2026)**

As outlined above, a Community Advisory Committee will be formed for the project and will be engaged throughout the development of the updated OCP.

**Purpose:** The initial meeting will introduce the project and begin the visioning process for both the Area as a whole and individual communities. The meeting will be held as a hybrid: electronically in the SLRD Board Room (or just electronically, as per their preference).

#### **Materials/preparation:**

- presentation

- agenda package

### **Interviews with businesses and industry (TBD, October/December 2026)**

These interviews will gather high-level information about the needs of business and industries operating within Electoral Area C. Information gathered will help to shape objectives and policies within the plan document, particularly those related to economic development and agricultural preservation.

#### Materials/preparation:

- Prepare interview questions.
- Schedule and conduct interviews.
- Transcribe interviews.

### **School activity package (TBD, Fall 2026)**

An activity package will be developed for elementary students at Signal Hill, Blackwater and Xetólacw Community School. The package will be supplied to teachers who will complete the activities with students and return the completed package to staff.

#### Materials/preparation:

- Activity package (confirm with teacher if PDF or printed is preferred)

## **2.3 Phase 3: Vision & Goals**

In this phase, we can begin visioning and understanding the goals, objectives, and issues that are important to the community.

### **Engagement summary (January 2027)**

An engagement summary will be produced, outlining the results of the engagement and outreach efforts to date. This summary document will be used to guide discussions with the Community Advisory Committee and the development of the initial OCP draft.

#### Materials/Preparation:

- Engagement summary

### **Community Advisory Committee meeting #2 (January 2027)**

The purpose of this meeting will be to review the initial engagement results with the Community Advisory Committee, prior to bringing it to the public for feedback. During this Advisory Committee meeting, we will discuss the directions for the draft OCP.

#### Materials/Preparation:

- Presentation
- Agenda package

## **2.4 Phase 4: Draft the Plan**

The goal of the phase four engagement is to draft and review the draft OCP document with the community. Community feedback will be used to refine the document before it is brought before

the SLRD Board for consideration of first reading. While there is not currently a survey planned for phase four, this could be added if additional input beyond that gathered at the open house is required.

### **Internal Advisory Committee meeting #2 (TBD, Spring 2027)**

During this Advisory Committee meeting, we will begin to develop the draft OCP and communicate back and forth any edits that should be made prior to bringing it before the public for comment.

### **Community Advisory Committee meeting #3 (TBD, Spring 2027)**

During this Advisory Committee meeting, we will begin to review the draft OCP as a group and discuss any edits that should be made prior to bringing it before the public for comment.

#### **Materials/preparation:**

- Presentation
- Agenda package
- Schedule on Zoom and circulate invitation to Committee members one week in advance

### **Open house #2 (TBD, Fall 2027)**

Once the draft OCP is ready to bring to the public, we will host a second open house (in-person and virtual). This open house can be formatted similarly to an in-person open house with presentations from staff and elected officials, display boards, and key questions to gather feedback.

### **Community survey #2 (TBD, Fall 2027)**

This survey will seek feedback on the draft OCP, including community values, and the proposed OCP objectives and policies.

#### **Materials/Preparation:**

- Survey questions (survey to be hosted on Survey Monkey and promoted through the SLRD website and social media)

### **Community Advisory Committee meeting #4 (TBD, Fall 2027)**

This meeting will provide a final chance for a check-in with members of the CAC on the results of the second community survey and any subsequent edits to the draft OCP. Also, it provides staff with a chance to acknowledge and thank the members before the bylaw is brought to the Board for readings. The timing of this meeting will be set once we are near the end of phase four.

## **2.5 Phase 5: Finalize the Plan**

### **Board meeting – Initial bylaw readings (TBD, 2028)**

This consists of staff preparing and presenting a report for the Board to consider first and second reading of the OCP bylaw, and scheduling of a public hearing.

### **Formal Referrals (TBD, 2028)**

The SLRD will refer out the Area C OCP Bylaw to First Nations, adjacent local governments and other organizations / government bodies pursuant to the *Local Government Act*.

### **Public hearing (TBD, 2028)**

A public hearing on an OCP amendment is a formal, statutory process that allows residents, property owners, and interested stakeholders to express their final support or concerns directly to elected officials before a decision is made on the OCP Bylaw. A public hearing must be held prior to consideration of third reading.

### **Bylaw approval (TBD, 2028)**

Once a public hearing is held, staff will present a report summarizing the comments received at the public hearing, and then the Board will be in a position to consider third reading. Finally, the board will consider fourth (final) reading of the OCP Bylaw. Once the bylaw receives fourth reading, the new OCP is approved, and the former OCP (Bylaw 689) is rescinded.

## **3.0 Communications approach**

This section details the communications approaches that will be undertaken to circulate information about this project.

### **3.1 Project page on SLRD website**

A project webpage has been created which will go live on July 23, 2026, and will be kept up to date throughout the OCP review and update.

#### Key content:

- Project overview
- Project timeline
- Communications and consultation objectives
- Frequently asked questions
- Link(s) to survey(s)
- Who is listening?
- Promotions for additional engagement opportunities (virtual and in-person)

### **3.2 Social media**

The SLRD manages Facebook and Instagram accounts and utilizes those channels to amplify SLRD news and events and drive traffic to the SLRD website. A social media campaign will be developed that supports the goals of the Area C OCP review project, ensuring public awareness and engagement.

### **3.3 Print publications**

Outreach efforts through print will include both paid advertising and proactive media outreach by issuing news releases relevant to the Area C OCP Review project. The Pique NewsMagazine will be used to share information about residents and businesses in Area C.

### **3.4 Direct mail and email**

Direct mail to property owners in Area C will be used sparingly, due to cost. The existing Area C newsletters distribution list will be used to ensure public awareness and engagement, with the potential for those not on it to sign-up for project specific news and notifications.