

Engagement & Communications Plan

for the Village of Lytton Economic Development Strategy

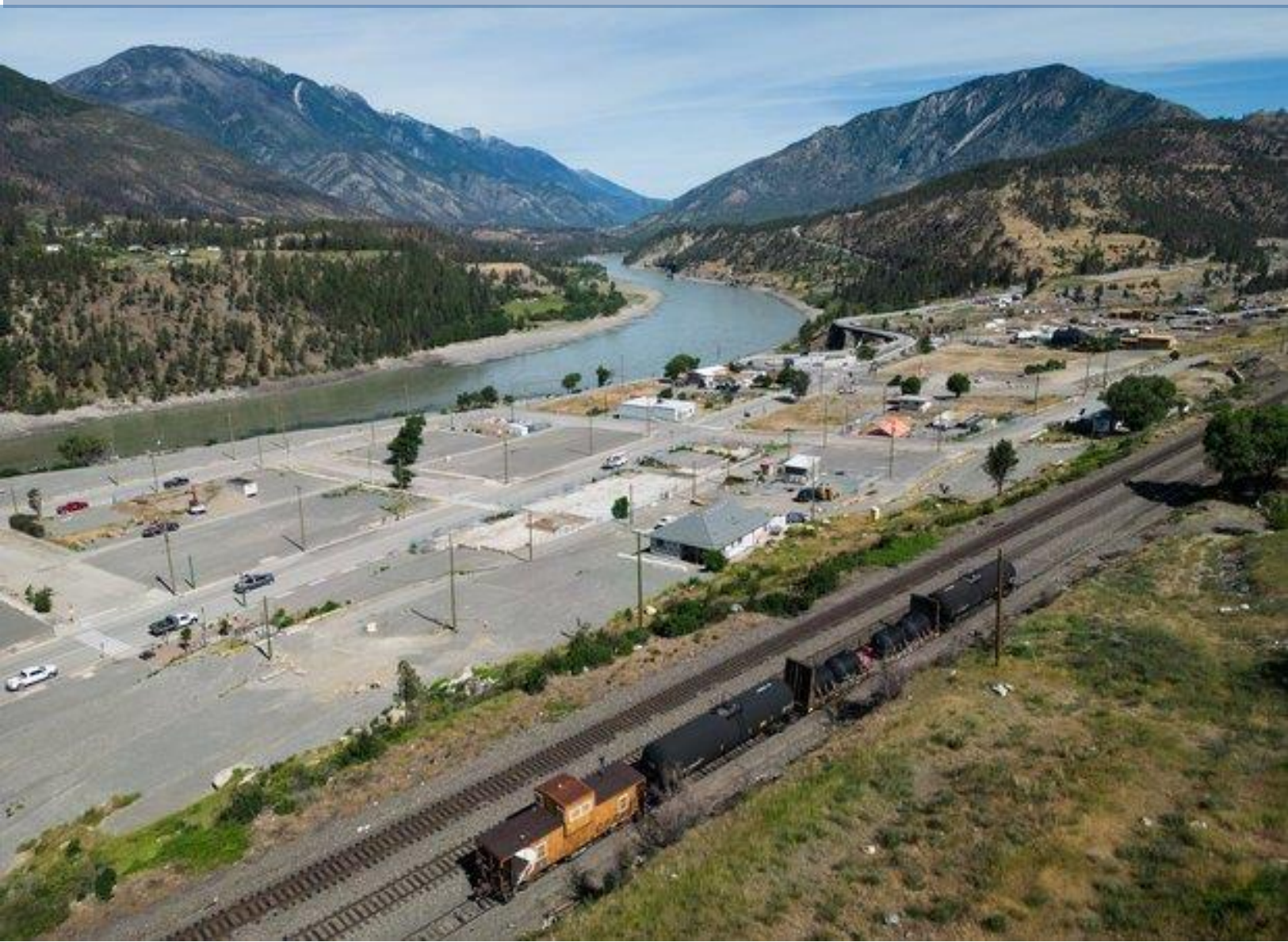
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Submitted to:

Village of Lytton

Prepared by:

Rynic



1. ENGAGEMENT & COMMUNICATION GOALS

The overall goals for the engagement and communications aspects of this initiative are as follows:

- Build trust with the community & key community leaders.
- Generate excitement, enthusiasm and a desire of citizens to take ownership over the future of their community.
- Create local champions for the Economic Development Strategy (both development and implementation).
- Execute a transparent engagement process that is accessible to a broad community demographic.
- Provide an inclusive set of opportunities for feedback and obtain representative feedback from the community.
- Generate project awareness and education about economic development best practices (internal capacity building) so citizens can provide meaningful and informed feedback – AND actively collaborate on strategy implementation.
- Incorporate local knowledge into initiative deliverables.
- Ensure the feedback loop is closed by sharing engagement results with the community.

2. WHO WILL BE ENGAGED & HOW

The International Association of Public Participation (IAP2) has created a matrix that outlines a spectrum of public engagement. The IAP2 spectrum of engagement has been customized below for the Village of Lytton Economic Development Strategy. The diagrams show the general direction of the engagement for that level (e.g. 1-way, 2-way).

	EMPOWER DECISION MAKERS	INVOLVE & COLLABORATE	LISTEN & LEARN	INFORM & CONSULT
				
Stakeholders	Tier 1: Village of Lytton(government)	Tier 2A: Economic Development Strategy Key Community Leaders Group, Village of Lytton Staff, Target economic sectors/sector development pathways (e.g. available land), Chamber of Commerce	Tier 2B: Lytton area citizens; Lytton businesses / groups; First Nations economic development, interest groups and not-for-profit organizations; Developers / builders; Out-of-province subject matter experts	Tier 3: Adjacent municipalities & their residents (trade area/tourism draw area); Nlaka'pamux; Provincial Agencies (MOTI, Enviro., etc.); Regional economic development interest groups
Overview	Final decision-making.	Partner in each aspect of decision-making including alternatives and preferred solutions.	Create opportunities to enter into a dialogue to explore each other's perspectives, plans & ideas.	Obtain feedback to test ideas or concepts and clarify issues, identify possible solutions.
Example Tactics	Public Hearing, Council meetings, Online and in-person workshops	Online and/or in-person workshops, committee / staff meetings, reviewing of draft documents	Online and/or in-person workshops, interviews, open house, online community survey, feedback on draft plans	Phone calls, online and community survey, open house, meetings
Promise	"We promise to inform the Village of Lytton of the engagement process and how citizen and key stakeholder ideas have been translated into the Economic Development Plan."	"We promise to work collaboratively with Village of Lytton staff and Key Community Leaders to guide and direct the Economic Development Strategy."	"We promise that we will look to Lytton citizens for ideas, creativity & innovation, advice, guidance, and win-win solutions, and we promise to incorporate the outcomes of our collaborative efforts into the development of the Economic Development Strategy."	"We promise to inform the broader community through a variety of mediums and making all information about the Economic Development Strategy accessible."

3. ENGAGEMENT ACTIVITIES

Below represents a proposed timeline and sequencing of engagement activities that has been developed to be accommodating and responsive to community input and ideas. **See Figure 1.**

Date	Tactic (s)	Target Group(s)	Who's Responsible?
Initiated at project start (July 31) Completed by August 15, 2026 Note: all engagement September / October 2026	1. Branded Initiative Generation of a creative title to build community recognition of, and focus on, the initiative. This will ultimately become the Strategy title.	1. Citizens of Lytton Area	-Rynic to provide. Note: a Communications package delivered as a follow-up to the engagement plan will provide materials for Lytton to use on website, media, email, etc.
Initiated at project start (July 31) Completed by December 31, 2026	2. Initiative Communication – Lytton Website and Social Media “Project Introduction” -an engaging, short communications output that indicates what the Strategy initiative is and why it matters, incl. initiative timeline, how to stay informed and participate (contact info).	1. Citizens of Lytton Area 2. Property owners	- Rynic to provide draft content and graphics to Lytton (Communications Package) -The Village of Lytton has option to generate its own media release/socialize the project on its social media channels
By August 21, 2026	3. Determine Key Community Leaders Team -Village of Lytton Project Lead and Rynic to generate list. Rynic to provide invite to complete survey, and online discovery session and in-person workshop invites (purpose, engagements, outcomes).	1. Representative business interests in Lytton Area (including Chamber) 2. Property owners.	-Rynic and Village of Lytton to consult on list (Excel spreadsheet) -Rynic to provide invite (Communications Package). Lytton to distribute invite and manage RSVPs for Discovery session + Summit
Invite for In-Person Workshop sent August 24 for September 8, 9, or 10 (date TBD), 2026 In-Person Discovery Workshop. Reminder invite sent September 4, 2025	4. Conduct Discovery Workshop with Key Community Leaders Team <i>Option – we can align the Discovery Workshop date with a Council meeting date to provide Council or Committee of the Whole with a 10 min. summary of initiative goals and activities.</i>	1. Representative interests in Lytton Area	-Rynic to facilitate, using presentation and polling software. Note: the Village of Lytton will be in receipt of a Situation Analysis (incl. SWOT/SOAR analysis) prior to discovery / strategy engagement to help inform community engagement.
September, 2026 aligned with in-person discovery workshop timeframe, or general September if more productive option is online/Zoom.	5. Business & Investment Community Focus Groups <i>Focus: investment enablement: e.g. key industry sectors/sector development pathways, “missing middle commerce”, insurance, risk, built-form business modeling, enabling policy/catalysts.</i> Business focus group session with the Chamber of Commerce (in-person or online). Large parcels, multiple properties owned, non-residential zoning property owners are vital investment catalysts. We will one-on-one interview or conduct an investment property owners focus group.	1. Business community 2. Investment catalysts: property owners	-Rynic to facilitate.

Initiated at project launch. Completed by end of September, 2026	6. Nlaka’pamux Engagement First Nations are key economic catalysts in BC and the Fraser Valley. Rynic will address First Nations engagement as an engagement “plan within the plan”, focusing on personal relationship-building and identification of 1-2 collaborative economic development initiatives (now or future).	1. Nlaka’pamux Bands (Lytton First Nation, Skuppah, Kanaka Bar, Siska, and Nicomen)	-Rynic to facilitate.
Initiated at project launch. Completed by end of September, 2026	7. Complete Discovery-Focused Stakeholder Interviews (approx.10) <i>One-on-one interviews generate more raw/honest dialogue re opportunities / challenges that deepens Strategy alignment with context.</i> -Lytton Project Lead and Rynic to generate list.	1. Key industry sectors 2. Selected “community thinkers/innovators”	-Rynic to complete (Excel spreadsheet)
Survey Design completed by August 31, 2026 Survey launched September 7, 2026 Last day for survey entries – September 30, 2026	8. Community Survey <i>A Community Survey focuses on <u>community development enablers</u> (e.g. “home” value proposition, infrastructure, amenities, opportunities and challenges and opportunities), and in so-doing complements more direct investment-related input acquired in remainder of the engagement process. See Figure 2.</i> -Short-form survey focused on: a) key local/regional challenges/opportunities; b) resident (workforce) attraction/retention-based value proposition / community development insights; c) entrepreneurialism (value proposition, challenges, business needs, business retention/expansion initiatives, “missing middle commerce”, program support, enablers); d) community enablement (e.g. recreation/social infrastructure, placemaking).	1. Citizens of Lytton 2. Specific invitation to complete to Key Community Leaders Team	-Rynic to design survey and generate link (SurveyMonkey) -Village of Lytton staff to provide communications support/call to action at survey(s) launch, and promote survey completion every week via social media channels (support materials provided in Communications Package) -Village of Lytton to encourage 3 rd partner enabler organizations to use their social media to direct residents / business to survey links. <i>Note: community survey incentivization via a \$100 gift certificate to a local/valley business drives better completion rate for Community Survey (budgeted by Rynic)..</i>
Second week of October, 2026 (exact date/location to be confirmed) (consultant-facilitated, in-person)	9. Economic Development Summit (in-person) The Summit will gather a cross-section of roughly 10+ community members via the Key Community Leaders Team who participated in the Discovery Workshop to review Situation Analysis, review and modify a visualized community economic development roadmap, discuss and agree to core strategies, brainstorm strategic implementation initiatives, and develop implementation plans for priority initiatives. Estimated time: 2 hours. <i>Option: this date can be aligned with a Council Committee of the Whole meeting at which Rynic would present an early Economic Development Strategy framework for purpose of discussion with, and feedback from, Council.</i> <i>Option: we can arrange a feedback/input meeting with the Chamber of Commerce if desired.</i>	1. Key Community Leaders Team	-Rynic to facilitate, using presentation-format strategic material, polling software, and interactive group facilitation.

Draft Strategy Completion – November 5, 2025 Draft Strategy Circulation – November 5 - November 30, 2026	10. Economic Development Strategy Writing/Feedback -Draft Economic Development Strategy will be circulated to the Key Community Leaders Team (workshop attendees) for comments / suggested edits. Edits will be incorporated into production of a final Strategy. - Edits (based on one round of aggregated feedback) incorporated into production of a final Strategy. Note: the Strategy will be generated in highly visual PowerPoint format for ease of Village editing as a “living” document.	1. Key Community Leaders Team 2. Village of Lytton Staff 3. Council. <i>Note a Council feedback loop can include a Zoom presentation by Rynic prior to editing considerations</i>	-Rynic to complete Draft Economic Development Strategy. -Village of Lytton to circulate draft to Key Community Leaders Team for comment. -Rynic to incorporate feedback into final Strategy.
Final Strategy completion – December 31, 2026. Presentation to Village of Lytton Council any time post January 1, 2027.	11. Final Presentation -Final Presentation (in-person) to Village of Lytton Council for endorsement any time post January 1, 2027.	1. Village of Lytton Council	-Rynic to present to Village of Lytton Council in-person (can be Zoom if online format works better/depending on timing).

Figure 1

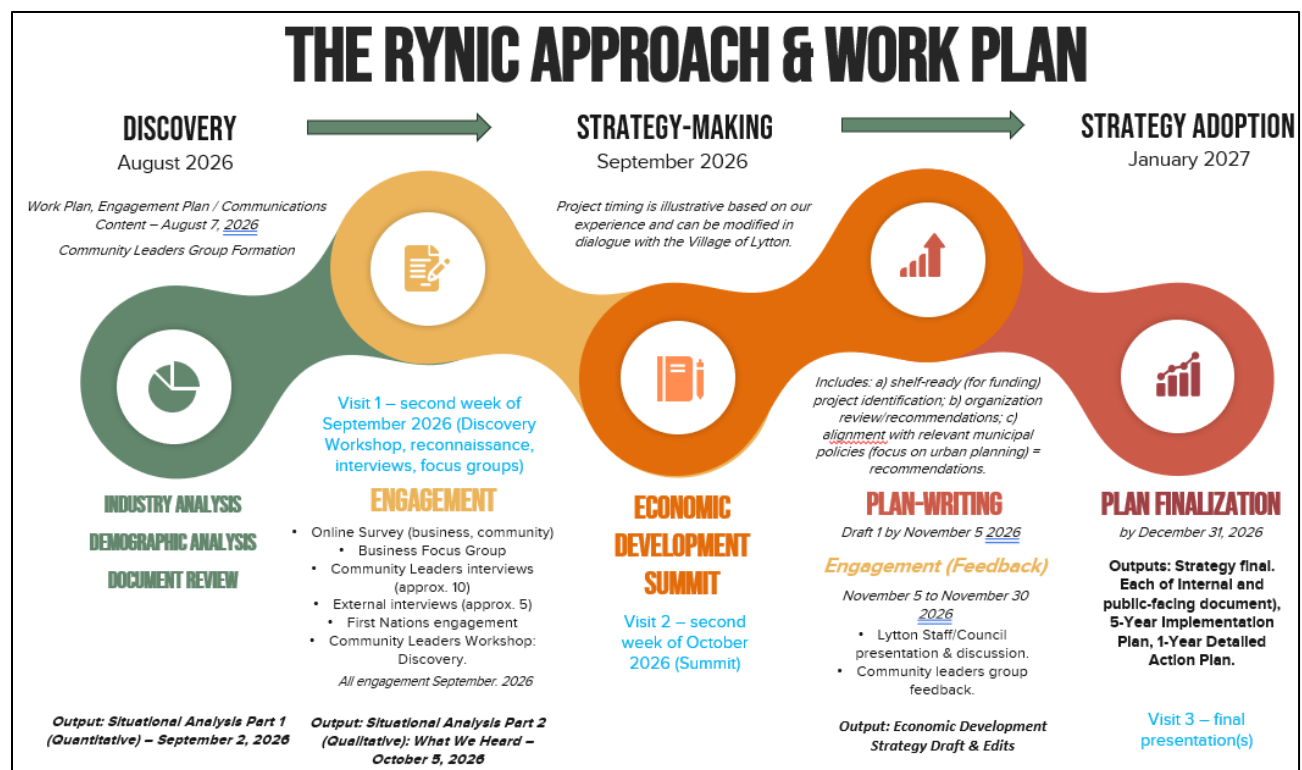


Figure 2



4. HOW SUCCESS WILL BE MEASURED

The following parameters can be used to measure the success of the engagement process:

- Successful execution of engagement tactics and tools;
- Number of stakeholder connections and their active participation in the Economic Development Strategy process;
- Positive/neutral/negative feedback from stakeholders, Community Leaders Team, and Lytton participants throughout the process;
- Active engagement and quality feedback during workshops/focus groups;
- Number of survey responses;
- Number of participants in interviews, workshops, and focus groups;
- Number of Village of Lytton website initiative sub-page visits and related social media metrics;
- Media pickup including frequency, enthusiasm, and inquiries.