

Transition Sooke's Strategic Planning Event was a small, organization-centric event, the results of which are intended to inform planning and activities as we move forward. Outcomes from the event will complement Transition Sooke's ongoing activities, such as the upcoming Public Forum. The intent is that actions stemming from the Strategic Plan event will strengthen our capacity to act effectively in the local area.

Transition Sooke's Strategic Planning Event began at 10:15 am after a hurried set up of equipment. Unfortunately, there were difficulties with sound for the hybrid zoom technology, and two people who planned to participate from home, were not able to stay online, reducing participant numbers to 14.

Following an icebreaker activity that culminated in best wishes for Transition Sooke, participants broke up into 3 small groups to discuss the following four questions:

- What are our greatest strengths? (name up to 3)
- What does Transition Sooke most need to improve?
- What limits our effectiveness?
- Where, and about what issues, do Our greatest opportunities lie?

After a half-hour discussion, the groups reported back. Their responses are recorded below.

What are our greatest strengths?

- Communication tools are in place
- Good Reputation on past projects
- Shared concern for the environment
- Number of people involved
- Lots of expertise on lots of subjects
- Friendly people
- Transition Sooke has had success acting as an incubator for new groups (such as Wild Wise, Zero Waste)
- Room for member-led initiatives
- Dissemination of knowledge about the planet

What does Transition Sooke most need to improve?

- Better use of communication tools – people getting info
- Need to educate ourselves on how to change systems that are not working (instead of just trying to adapt to a broken system); this requires learning new skills and taking on a more “revolutionary” role.
- Need to improve community acceptance
- Need to understand other people's perceptions and responsibilities when we ask them to change
- Outreach
- Kermit the Frog as our mascot (Santa Parade)
- If TS is to get involved in political elections, it needs to act early in the campaign season
- Internal cohesion – many working groups working on their own in silos

What limits our effectiveness?

- Need for more and more Youthful members
- Volunteers are oversubscribed
- Lack of info and intelligence shared amongst working groups – we work in silos-lack of cross fertilization
- No money!
- Public image of the group
- Low level of energy – ageing
- Lack of common goal to unite the group
- Business/admin work took a lot of time and some people turned off by this type of work
- City limits – Transition Sooke limits its work within District of Sooke.
- Structure of Sooke school system (teachers, admin reluctant to get students involved)

Where, and about what issues, do our greatest opportunities lie?

- Fundraise – membership fees? Grants?
 - Produce image products—T shirts, flags, fridge magnets...
- Transition Sooke broaden our borders—include Otter Point, East Sooke...
- Climate change will happen! Must do something now!!
- Work with other groups in the community, building relationships, partnerships (e.g., Emergency preparedness)
- Work more closely with T'Sou-ke First Nation
 - Find common areas
- Reach out to youth, SRCHN

The comments above were distilled by Lily Mah-Sen as follows, in a portrait of Transition Sooke's "now"

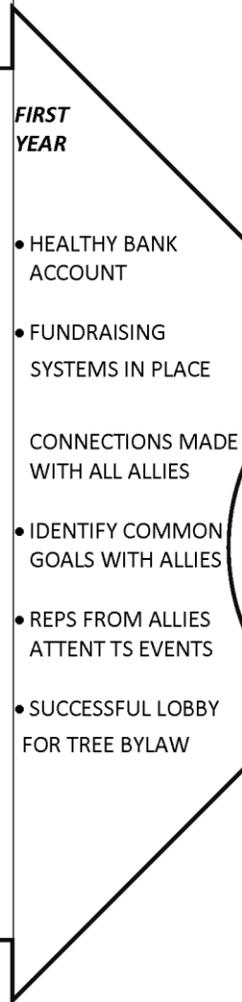
- People, expertise and involvement: have lots, need more and more diverse
- Communication Systems are in place, need to be used better
- Funding – need more
- Image- need a better image in the community
- Work with allies, need to reach out more
- Need better integration of working groups
- Sooke-centric: Need to broaden to Sooke Region

After a short break, the group convened into a large semi-circle around the drawing board (content copied onto the next page) and had a focused conversation, using the PATH process, about the following topics:

- The Dream=Vision (north star)
- The Goals (specific manifestations of the dream)- 2 years
- Grounding in the now (SWOC + the gap between present and goal)
- Allies (people to enroll, organizations to connect with)
- Ways to Build Strength
- First 12 month
- First 6 months

Final Edition of PATH Jan 30, 2023

| NOW | ALLIES | WAYS TO BUILD STRENGTH | FIRST 3-6 MO. |
|---|---|--|---|
| <ul style="list-style-type: none"> PEOPLE + EXPERTISE AND INVOLVEMENT: NEED MORE, MORE DIVERS SYSTEMS IN PLACE, NEED TO USE THEM BETTER FUNDING- NEED MORE IMAGE- NEED BETTER IMAGE IN THE COMMUNITY WORK WITH ALLIES – NEED TO REACH OUT MORE BETTER INTEGRATION OF WORKING GROUPS SOOKE-CENTRIC: NEED TO BROADEN TO SOOKE REGION | <p><i>SOME EXISTING CONTACTS</i></p> <ul style="list-style-type: none"> GOVERNMENT: FED, BC, MUNI, CRD SRCHN SRLLL EMCS (Susan Percival) SC 62 (Allison Watson?) SOOKE FOOD CHI GARDEN CUB PARKS AND TRAILS SALMON ENHANCEMENT FRIENDS OF SOOKE PARKS AND TRAILS <p><i>NEW CONTACTS</i></p> <ul style="list-style-type: none"> T'SOU-KE ROTARY OTTER PT. COMMUNITY ASSN' O.P.S.R.R.A. SHIRLEY COMMUNITY ASSOCIATION SOOKE VOUNTEERS EMERGENCY PREPAREDNESS | <ul style="list-style-type: none"> 401 NEWSLETTER RECIPIENTS HOLD REGULAR SOCIAL EVENTS TAKE ON MEANINGFUL JOINT PROJECTS REACH OUT TO TEAMS AND SUBGROUPS BUILD NEIGHBOURHOOD GROUPS BUILD A CULTURE OF GENERAL CHEERLEADING <p>FORM AN INNER STRENGTH GROUP</p> <p>3-6 MONTHS</p> <p><i>PLANNED ACTIVITIES</i></p> <ul style="list-style-type: none"> Volunteer Fair (SRCHN) (Feb) PUBLIC FORUM (mar) EARTHDAY TABLE (apr) ECO FAIR (EMCS) (may) EV EXTRAVAGANZA 2 (JULY) | <ul style="list-style-type: none"> STRATEGIC PLAN CONFIRMED FINANCES <p>Form funding Group to consider operating funds, projects and grants (Diana, Lily, David)</p> <ul style="list-style-type: none"> STRONG ALLIES/ACTIVE MEMBERS <p>Form Social Marketing group to id and contact allies. Find common goals and consider outreach (Heather (contacts) Carol, Gord)</p> <ul style="list-style-type: none"> PROTECT LAND/REDUCE EMISSIONS <ul style="list-style-type: none"> Lobby DOS re CAP and 7% reduction Offer support and help Hold a Public Information Session <p>(Andrew, Anna, Susanb)</p> |



The Plan created during the discussion can be laid out in this linear narrative fashion:

Vision: A modest, helpful organization, Transition Sooke is broadly connected with the wider Sooke Region including the local economy and care economies, community members, community organizations and neighbourhood groups. A financially stable organization, Transition Sooke helps people overcome climate angst through action, turning climate stress into joy. By connecting people in neighbourhoods “where they live” to work together, Transition Sooke has been able to flip the communities’ perception from negative to positive.

Goals: Conversation during both small groups and the vision/goal segments of the event focused in part on the negative perception with which Transition Sooke may be seen in the community, in part because we keep raising uncomfortable issues. It was determined that building greater connection and relationship with the larger Sooke community is an important undertaking for the next two years, as it will help to flip that perception to the positive. Transition Sooke’s reputation as a lot of skilled, thoughtful people working for the long term public good needs polishing. This will involve reaching out to First Nations and community groups, identifying common goals and concerns, and determining how our organizations might work together. A “Social Marketing” group will lead this work.

It was recognized throughout the day that optimizing our capacity as an organization will require stable funds, whether they are achieved through membership dues, grants, or donations. A Funding group will spearhead this work.

And finally, although the planning process was focused on the organization’s needs, it was noted that an ongoing goal over the next two years must be to take and support actions that protect the land and reduce emissions and build resilience—because that is at the core of our purposes as an organization. A “7%” group will lead this work.

Thus, two-year goals that will serve the larger vision are:

- Build membership through social marketing. (More Active Members)
- Build Alliances with governments, First Nations, community groups. (Strong Alliances)
- Act to protect the land and reduce emissions and build resilience/ adaptation. (7% solution)
- Achieve financial stability. (Financial Stability)

Allies: Discussion identified many organizations that we could ally with and contribute our expertise and capacity to. These included the District of Sooke, the School District and T’Sou-ke Nation as well as community groups and institutions such as SRCHN, Food Chi and many more.

Building Strength: Participants noted that building strength as an organization had both inward facing and outward facing components: while taking on meaningful projects was seen as important, so also was holding regular social events, and reaching out at the team and neighbourhood level.

Implementation: It was decided that three groups needed to be formed to move forward the three goals:

- A Social Marketing Group to begin outreach, connection and image restoration with potential allies, and to identify common goals (Heather, Carol, Gord). As well, this group will consider outreach to attract more actively involved members.

- A “7% Solution” Group to generate initiatives to protect land and reduce emissions, including offering help or complementary action to the District of Sooke for the 7% solution. (Andrew, Anna, Susanb)
- Fundraising Group to explore both operational and project funding. (Lily, Diana, David)

Milestones for the first 3, 6 and twelve months have been established for each of these groups, although the specific actions to be taken will be recommended to Transition Sooke membership by the groups themselves. Their work will unfold over two years. It will be complemented by Transition Sooke’s regular planned activities such as Public Forums, Earth Day, EV information events, special projects and participation in local events and fairs.

Through-out the event, people made suggestions for specific activities and events they would like to see Transition Sooke conduct. These are listed below.

- EV Extravanza II – Beyond cars and bikes: buses, trucks, boats and planes!
- Stress energy alternatives
- ATTEND FEB 25 OLD GROWTH RALLY AT LEGISLATURE
- Learn what is happening to Community Association Land
- SRCHN Gathering Place: Support and/or Help fund triple pain windows and heat pumps for the residences.
- Advocate for planning the Rural Resource Lands (commission?)
- Gather Contact information from groups- Heather (this becomes part of the social marketing group’s work)
- Showcase climate positives
- Sooke Tree By-law (terminology currently in use by DoS is “Forest Canopy”)
- Earth Day

A Note about the PATH Drawing Board

The drawing board pictured above is a modified version of the originally recorded version. Changes were made to improve the quality of images and clarify the board’s content. A major change was made in the “Goal” section, removing some goal details in order to highlight the main theme. In this way “Build Alliances with (list of allies)” became simply “Strong Alliances”, because the allies in question were already listed in the “Allies” column. Similarly, Build Membership through Social Marketing” became “More Active Members”, with the details spelled out in the “First 3 to 6 Months” column. (which was renamed from the “First 3 months” due to a lack of items in the 6-month column. “Planned Activities” were moved from “from first 3 months to a cut out under “Strength” to accommodate larger writing.

Photographs of both the original recording drawing board, and the revised completed board, as well as a Word rendering of the original have been as addenda to this document.

Drawing Board Revised Jan. 30

| Now | ALLIES | STRENGTH | First 3-6 Months | FIRST YEAR |
|---|---|---|---|---|
| <p>People + - supportive + involvement - need more, more diverse</p> <p>Systems - in place - need to see better</p> <p>Funding - need more & income - better image in community</p> <p>We with Allies - need to reach out more</p> <p>Better integration of why things</p> <p>Need to cover the whole space</p> | <p>Govt Fed Monic Proj.</p> <p>SRCHN</p> <p>SRLL</p> <p>ETCS</p> <p>S.O. 62</p> <p>SOOKE FOOD CH</p> <p>GARDEN CLUB</p> <p>PARK + TRAILS</p> <p>SALMON NARRATIVE</p> <p>FRIENDS of Sooke Parks + trails</p> <p>Rotary</p> <p>T'sou'ke</p> <p>Other Pt. Community</p> <p>ORSPRA</p> <p>SHIRLEY Community Assn.</p> <p>Sooke Volunteer Emerg. Prep.</p> | <p>> 40 Newsletter</p> <p>Hold Social Events - (monthly) (H.S)</p> <p>Projects (joint - meaningful)</p> <p>Reach out to subgroups</p> <p>Neighborhood groups</p> <p>General Cheer leading</p> <p>Inner Strength group.</p> | <p>1. Finances</p> <p>- Form Funding Group to consider</p> <p>- Operating funds</p> <p>- Projects 4 Grants</p> <p>Diana, David M, hily</p> <hr/> <p>2. Strong Allies/Active Members</p> <p>- Form Social Marketing Group to</p> <p>- ID and contact allies</p> <p>- consider outreach</p> <p>Heather, Carol M, Gord</p> <hr/> <p>3. Protect land, reduce Emissions (7% group)</p> <p>- Lobby DoS re. C.A.P + 7% reduction</p> <p>- Offer support + help</p> <p>- Public Info. Session</p> <p>Andrew, Anna, Susanh</p> | <p>POSITIVE!</p> <p>NEGATIVE!</p> <p>HEALTHY BANK ACCOUNT</p> <p>Fundraising Systems in place</p> <p>operating</p> <p>Connections made with all allies</p> <p>Identify common goals with allies</p> <p>Reps from allies attend IS events</p> <p>Support District Climate Plan + 7% Solution</p> <p>Fun hobby for trees</p> <p>Successful</p> <p>Always Listening to Needs</p> <p>People in Neighbourhoods</p> <p>ACT TOGETHER ACTIO</p> |

THE GOALS - POSITIVE & POSSIBLE

1. Financial Stability

2. Strong Alliances

3. Many Active Members

4. Protect Land

THE DREAM

CARE ECONOMY

People Profit Economy

Helpful

Connection

Trusted

Stress

GRATITUDE

JOY

Have Love for Trees

Community

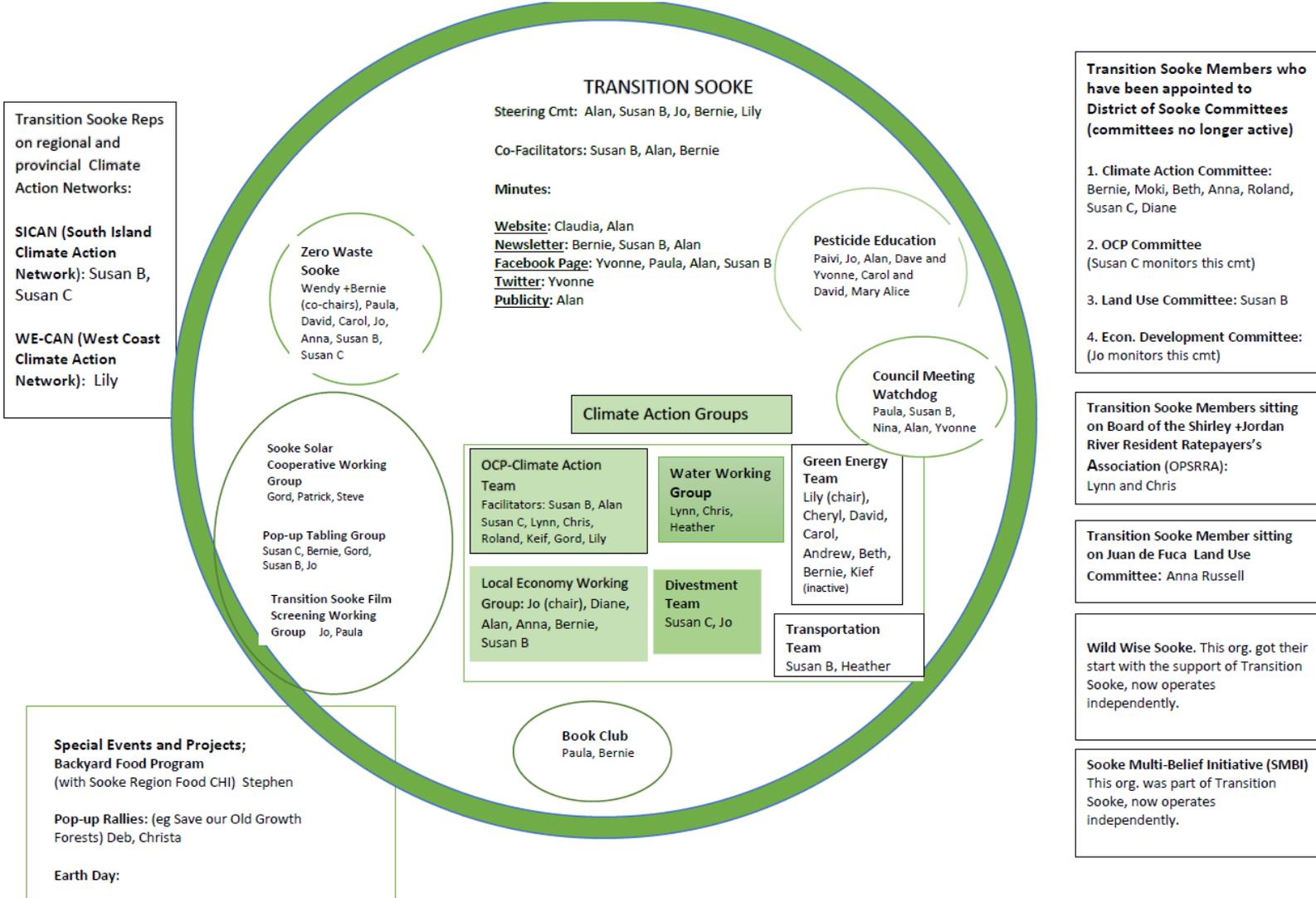
Our Own

Teach

Write

Background Information

The following pages provided background information for event participants.



Recent Accomplishments

2019

Green New Deal:

- *Green New Deal Town Hall (June 22)
- *Green New Deal Organizing Meeting (Aug 7)
- *Climate Emergency Workshop: From Green New Deal Town Hall to Community Action (Sept. 29)

EV Extravaganza (March 23)

Sooke Byelection Speed Dating (Sept 15)

Repair Café (Oct. 20)

Rainwater Harvesting and Management Workshop (Nov. 2)

2020

Earth Day (many planning meetings held; the event itself was cancelled due to COVID lockdown)

Climate Action Teams formed:

- *Green Energy Action Team
- *Fossil Fuel Divestment Action Team
- *Transportation Action Team
- *Rainwater Harvesting Action Team
- *Climate Angst and Healing Circle
- *Green Lifestyle Group
- *Forests and Oceans Action Team
- *Food and Agriculture Action Team

Tour of T-Sou’ke Solar Project (Feb. 8)

TS Table at events:

- Awareness Film Night --Pollinators (Feb.12)
- Seedy Saturday (Feb. 29)

Backyard Gardens Initiative

World Oceans’ Day “Sooke Orca Pod” pop up event

COVID 19 Times and Lessons Learned (picnic at the Park)

New Working Groups formed:

- Sooke Council Watchdog Group
- Transition Sooke Climate and OCP Team

Transition Sooke’s Contribution to development of OCP

- *Transition Sooke (Susan B) addressed Sooke Council on need for OCP to be developed through the lens of climate emergency (Sept.)
- * Stakeholder Meeting with Dialog (Nov.)

Written Response to the Tree Bylaw #795 (December)

2021

OCP:

- ***Video Stars:** taping on-the-street interviews with Sooke residents (Jan/Feb)
- ***Presentation of “Climate First”** document for Sooke Council (Feb)
- * **Power Point Presentation** to DoS’ OCP Advisory Committee: climate action must be overarching framework for Sooke’s OCP (Feb.25)
- * **Development of Scenario “D”** as an alternative scenario to Dialog’s Growth Scenarios for Sooke (March)—press releases, presentations, letters to the editor
- ***Sooke Town Hall** (To Grow or Not to Grow:Developing a Liveable Sooke in a Climate Emergency) June 26

Formation of Water Group

Support to EMCS’ Eco Academy

Initial planning for Climate Solutions Tour (do not take place)

Bus Shelter Climate Change Poster Contest

TS tent at Celebrate Sooke Day (Sept. 18); table at Food Chi’s Apple Festival (Sept. 26)

Opposition to “Lions in the Park”

2022

OCP:

- *Ad placed in Sooke News Mirror urging Council to pass OCP (Sept)
- *TS members made presentations in support of OCP at public hearing (Sept)

Craft and Art Supplies Swap (Sept. 18)

Repair Café (May and Oct 16)

Earth Week (April)

Transition Sooke Does All-Candidates’ Meeting with a Twist (Oct. 2)

New Working Groups formed:

- *Sooke Solar Cooperative working group established (solar garden at EMCS)
- *Transition Sooke Film Screening Working Group
- *Transition Sooke Pop-Up Tabling Group

3 Pop-Up Tables to gather public opinion (July, August, Sept.)

Demonstration of waste-free gift wrapping (Dec)

Transition Sooke entry at Santa Claus parade

ABOUT TRANSITION SOOKE

Who we are: Community • Resilience • Climate

Transforming to a just, sustainable society

Transition Sooke is a citizen-based, volunteer, public-interest group focused on co-creating a sustainable, resilient and secure community that meets the challenges of the climate emergency in the Sooke region.

How we do it

Transition Sooke acts as a resource and builds awareness with the Sooke community and with different levels of government to develop creative solutions to sustainability and climate change. Transition Sooke holds virtual and in-person workshops and town halls; makes presentations to Council and its committees; publishes stories and posts in mainstream and social media; develops educational resources; hosts a website and Facebook page; and sends out a monthly newsletter.

Transition Sooke's members and supporters, who come from diverse backgrounds and experiences, work together co-operatively and democratically to create positive change. Transition Sooke supports and collaborates with other groups and individuals that share its concerns and values.

Transition Sooke believes that the transformation to a new society must not leave anyone behind. Climate and sustainability initiatives and policies need to be just, fair and equitable.

Members of Transition Sooke meet regularly either in-person or online and share progress on ongoing initiatives, discuss new actions, and find out what other relevant activities are going on in the community.

Where we came from

Transition Sooke is part of a worldwide network called Transition Towns, which was founded in Totnes, England in 2005. In 2011, Sooke became the 346th community to be recognized by the Transition Network.

Society Incorporation: The Sooke Transition Town Society (Transition Sooke) was incorporated under the Society Act of BC on Aug. 18, 2011 following two years of preparatory work by John Boquist, Margaret Critchlow, Andrew Moore and Michael Tacon.

Constitution: The name of the Society is Sooke Transition Town Society.

The purposes of the Society are:

- To raise awareness of sustainable living opportunities in the Sooke Region
- To build local resilience in anticipation of climate change, peak oil and economic uncertainty and inequity
- To begin the transition from a carbon intensive lifestyle to a powered down way of living using less non-renewable resources
- To offer educational programming to inform the community
- To contribute to community cohesion and resilience by working in cooperation and collaboration with existing groups and organizations
- To provide similar and related services as determined by the membership

Bylaws

Societies Branch recently affirmed new bylaws for Transition Sooke. We revised our bylaws to create a set of streamlined bylaws that are consistent with the Act (minimum requirement) and truly represent the kind of organization we are.

Policies

Transition Sooke has developed policies to guide us in a more detailed way than in the bylaws. Policies are more easily changed than bylaws, which have to be formally changed at a General Meeting. We are in the process of revising the following policies :

- **Membership policy** (Approved by Active Members on December 14, 2022)
- **Decision-Making Policy** (Approved by Active Members on December 14, 2022)
- **Financial Procedures Policy** (Approved by Active Members on December 14, 2022)