

PUBLIC ENGAGEMENT PLAN: Animal Control Bylaw 2015-09 Potential amendment permitting chickens on land less than two (2) acres

Project Name:	Public Engagement Plan - Animal Control Bylaw 2015-09 Potential amendment permitting chickens on land less than two (2) acres
Division Responsible:	Agriculture, Community and Protective Services
Project Participants:	Dave Cross, General Manager Sarah Mate, Director Community Services James Leskiw, Program Manager Agronomics Jennifer Caudron, ALUS Coordinator Ryan Berezanski, Community Peace Officer
Project Description:	To gather Public Input on amending the current Animal Control Bylaw to permit chickens on parcels of land less than two (2) acres. Administration will use the information gathered, along with information already gathered from Council Committees, to formulate and present a recommendation to Council for their consideration and decision.
Decision Being Made:	Animal Control Bylaw Amendment permitting chickens on parcels of land less than two (2) acres in size.
Decision Makers:	Council
Scope of this Decision:	Parkland County Council will be asked to consider amending the Animal Control Bylaw to allow chickens on parcels of land less than two (2) acres in size. If approved Administration will move forward with the Bylaw Amendment process and make any adjustments necessary to accommodate and manage this activity. If not approved Animal Control Bylaw remains as is.
Timeline for Decision:	Public Engagement will be undertaken and report back to Council in Quarter 1 of 2021.
Reason for Public Consultation:	<ol style="list-style-type: none"> 1. To educate targeted residents about “urban” chickens. 2. To seek feedback from targeted residents on whether they would or would not support an amendment allowing this activity on smaller parcels. 3. To seek feedback from those supporting the amendment what level of oversight and management they would prefer.

Level of Public Engagement:	The primary level of engagement will be to involve; with secondary level to develop awareness.
Objectives:	<ul style="list-style-type: none"> • Share information and build awareness about “urban” type chicken programs including what’s involved with raising and caring for them, pros/cons/best practices from existing urban type chicken programs along with municipal benefits and impacts. • Gather feedback from targeted residents on the potential amendment
Information being sought from the Public:	<ul style="list-style-type: none"> • Support for or against the potential amendment to the Animal Control Bylaw • If supportive of amendment, additional feedback on oversight and management including things like number of chickens allowed, number of residents allowed chickens, permitting and enforcement approach
How information from public will be used in the decision making:	The information gathered will inform Administration’s recommendation for Council; as well as Council as they consider the recommendation.
Strategic Directions for Engagement:	<ul style="list-style-type: none"> • County Policy C-AD51 Public Engagement • RFD 20-199 Bylaw 2015-09 Animal Control – Chickens on small residential parcels. <p><i>Proposed Amendment to Bylaw 2015-09 Animal Control - Chickens on Parcels Less Than Two (2) Acres</i></p> <p><i>Proposed Motion: That the Committee direct administration to present to Council an engagement plan regarding chickens on parcels less than two (2) acres for a proposed amendment to Bylaw 2015-09 Animal Control, as presented.</i></p>

Strategy

The team will engage the targeted residents, who are residents that own parcels of land less than two (2) acres in size, with the following means:

Communication Methods

- The following methods will be used to communicate the opportunity for the targeted residents to participate:
 - Newspaper Media
 - Parkland County Website
 - Social Media
 - Direct Mailout
- The intent is to use newspaper media, website and social media to promote the upcoming opportunity, targeted residents, associated timelines for feedback and advise that a direct mailout is coming to the targeted residents with the necessary information and directions for providing feedback

Schedule by Tools and Tactics:

Tool/Tactic	Lead	Timeline
Newspaper Media	Communications	Jan 2021
Social Media	Communications	Jan 2021 and post as needed
Website	Communications	Jan 2021 and update as needed
Direct Mailout	Administration/Communications	Feb 2021

Cost Breakdown and Estimates

Item	Description	Cost Estimate
Newspaper Media	Utilize County Pages in Examiner/Reporter. Discuss use of other regional publications such as Community Voice and Devon Dispatch	\$500
Webpage	County Website	Free
Social Media	Facebook/Twitter	Free
Direct Mailout	One Page/Postcard with education component and directions for online survey	\$3,500
Online Survey	Development and management of survey	\$1,000
TOTAL		\$5000