

Topic: Parkland County Municipal Development Plan Project: Project Update and Stage 2 Public Engagement Summary**Introduction:**

Administration recommends that Council accept the Municipal Development Plan Project Stage 2 Public Engagement Summary for information.

Parkland County's Municipal Development Plan (MDP) is being updated to create a clear vision for the County that responds to regional and economic changes that have occurred, since the last major update in 2017, such as the phase out of coal, integration of Wabamun, and alignment with the Regional Agricultural Master Plan.

The following Administrative Report provides Council with a general update on the MDP Project and an overview of the Stage 2 Public Engagement Summary (the "Summary").

Municipal Development Plan Project | Overview and Update**Municipal Development Plan (MDP) Project Phases**

The MDP Project consists of Phase 1 and Phase 2. Phase 1 included the completion of an analysis of the current economic and market state of the County in a Technical Growth Study. This phase has concluded, and the Technical Growth Study was presented to Council for information on April 2, 2024.

Phase 2 is when the new MDP will be created. The new MDP will be drafted with consideration of public input and technical inputs such as the Technical Growth Study, Council's Strategic Plan, and recent Parkland County driven initiatives such as the Trails Strategic Plan, Wabamun Area Vision, and Land Use Bylaw (LUB) ReDesign.

Public Engagement Stages

The MDP Project Public Engagement Plan was accepted for information by GPC on June 6, 2023 and includes three (3) stages:

Stage 1 Engagement | Growth Scenarios (Fall 2023): The work completed during Stage 1 was to gather community feedback to support the creation of the Technical Growth Study, the MDP vision, and growth priorities.

Stage 2 Engagement | Policies (Winter – Spring 2024): The second stage of engagement gathered community feedback on draft vision, goals, and policy ideas based on the findings of the previous stage and technical studies.

Stage 3 Engagement | Draft Municipal Development Plan (Summer 2024): The third stage will include sharing the draft of the new Municipal Development Plan with shareholders for feedback prior to finalizing it. Planning for Stage 3 is currently underway.

Additional opportunities for engagement have been included to the project as the MDP is drafted this includes a public engagement roadshow and monthly chats with a planner.

- **Public engagement roadshow (Summer 2024):** The roadshow will take place from June 10-14, 2024 at five (5) different community halls across the County. The purpose of this roadshow is to gather community feedback on proposed policy and regulation ideas before policies and regulations are fully drafted and shared in further engagement stages for both the MDP and Land Use Bylaw ReDesign Projects.
- **Monthly chats with a planner (Summer 2024):** These online monthly chats with a planner will take place from June to September 2024. The purpose of these chats is to create an informal space for the public to talk with Administration about the project.

Overall Project Update

The draft of the MDP will be shared for public engagement in July 2024. The draft will:

- Be restructured and organized for readability.
- Carry forward policies that continue to align with the proposed new MDP. These policies will be reworded for readability.
- Add new policies that are missing to achieve the outcomes of the proposed MDP.
- Remove policies that are outdated, duplicated, or don't belong in an MDP.

Engagement will be conducted concurrently with the draft to understand if the draft is in alignment with Parkland County residents, shareholders, industry, and internal staff. The MDP will be provided to the public in draft form, prior to Stage 3 engagement events. This will provide shareholders the opportunity to provide their feedback at the in-person events. The MDP Project is tentatively scheduled for First Reading in October 2024.

Stage 2 Public Engagement | Overview

Stage 2 of Municipal Development Plan Project Public Engagement occurred in Winter-Spring 2024 and consisted of the following engagement events:

- Public Survey: Open for comment from March 20 to April 14, 2024
- Open House: One (1) open house occurred on April 3, 2024 at Parkland County Centre in conjunction with the LUB ReDesign Project.
- Community Stakeholder Workshop: This workshop was held on April 4, 2024, at Clymont Hall. A total of 50 community stakeholder groups, ranging from community hall associations to watershed groups, were invited to participate in a facilitated discussion.
- Virtual Industry Session: This online session was held on April 4, 2024. A total of 13 industry groups representing industries in the County were invited to participate in a presentation and discussion.
- Discussion Guides: Invitees of the community workshop, industry session, and council committees were provided discussion guides so that groups who were unable to attend could provide their feedback.
- Council Committee Presentations: Presentation on the project were provided to the Agricultural Service Board, Community Sustainability, and Economic Diversification Council Committees in April, 2024.

Notification for the above engagement opportunities included project webpage advertising and subscriber email updates, social media updates, advertising in the YourParkland quarterly newsletter, displays on digital signs and hardcopy posters in the Entwistle Community Recreation and Parkland County Centre, two (2) weeks of newspaper advertisements in all four (4) County papers, and postings on the County website event calendar.

Engagement Outreach and Stats

Highlights from Stage 2 Engagement include an outreach to over 22,600 recipients of the YourParkland newsletter, over 9000 views on social media posts, and 141 individual subscribers to the yourparkland.ca. This outreach resulted in:

- 101 Survey respondents
- 600+ Unique website visitors
- 56 Open House attendees
- 13 Community and industry session participants

What Participants Were Asked

During Stage 2 Engagement, participants were asked to provide feedback on:

Vision & Goals

- How well the draft vision and goals align with their wishes for the future of the County
- Which of the four (4) goals resonates the most
- Suggestions to improve the draft vision and goals

Draft Development Concept

- Level of agreement with the seven areas of the Concept map and their primary roles
- Suggestions for improving the draft Development Concept

Bold Moves and Potential Policy Actions

Six (6) Bold Moves were presented to the public along with a series of policy actions. Participants were asked about:

- Level of support for each of the potential policy actions
- Any additional policy actions that participants felt were missing

Key Findings

The key findings of Stage 2 Engagement are based on the feedback received from participants during all engagement events. This feedback was reviewed and sorted to determine the level of community support for the draft MDP Vision and Goals, draft MDP Development Concept map, and the Bold Moves and their potential policy actions. Comments and polling responses from these topics were categorized into four (4) central themes.

Vision and Goals

Participants provided 49 comments and 105 polling answers regarding the draft MDP Vision and Goals. There was a generally positive response to the draft vision and goals with 66% of participants saying that these align with their aspirations for the future of Parkland County. Of the positive responses, 23% of participants selected that they align “very well”.

Draft MDP Development Concept

There was an overall level of agreement with all seven (7) areas and their primary roles in the draft MDP Development Concept based on 78 comments and 112 polling answers. Environmentally Sensitive Areas (ESA) received the highest number of “strongly agree” responses, however, Rural Agriculture had the highest percentage of agreement overall at 81%.

Rural Residential Mix, though 61% agreed with, had the highest level of disagreement at 14%. Wabamun Hamlet had the lowest level of agreement, but this was primarily due to having the highest number of “neutral” responses. Hamlets and Settlements was skipped by most participants at 24%.

Bold Moves

The majority of proposed actions within the Bold Moves received support from participants based on 223 comments and 571 polling answers. The below table displays the Bold Moves and the potential action that received the highest level of support:

Bold Move	Potential Action with Highest Level of Support
Protect Agricultural Land and Activities	Investigate tools to help support and retain small-scale or heritage agricultural operations
Conserve and Connect Natural Landscapes	Designate specific areas for off-highway vehicle recreation to minimize degradation of natural areas
Increase Housing Diversity	Make it easier to build secondary dwellings, such as backyard, basement, or above-garage suites across the County
Cultivate a Rural Experience	Provide incentives for property owners to preserve or adapt heritage buildings
Inspire Recreation	Continue to invest in public space, park, and water access improvements, particularly in the Wabamun Lake area
Drive Economic Momentum	Streamline development processes by providing clearer rules and processes and removing red tape

Themes

Feedback was categorized into the following themes:

- Protect natural and agricultural areas from cumulative impacts
- Keep Parkland rural
- Concentrate residential development to prevent further fragmentation
- Balance clarity and flexibility in development rules

These themes are being used to shape the draft policy of the Municipal Development Plan.

Next Steps / Conclusion

The key findings provided in the Stage 2 Public Engagement Summary will be referenced when drafting Municipal Development Plan policy. The Summary provides insight into the public's preferred advertising and engagement methods. The Engagement Roadshow, occurring in June 2024, and the Stage 3 of engagement, occurring in July 2024, will use and build on these insights.

The Stage 2 Public Engagement Summary will be posted on the MDP Project website and shared with project subscribers.

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Attachments

1. Stage 2 Public Engagement Summary
2. Municipal Development Plan Project Update and Stage 2 Public Engagement Summary Presentation – Council -2024-06-25