

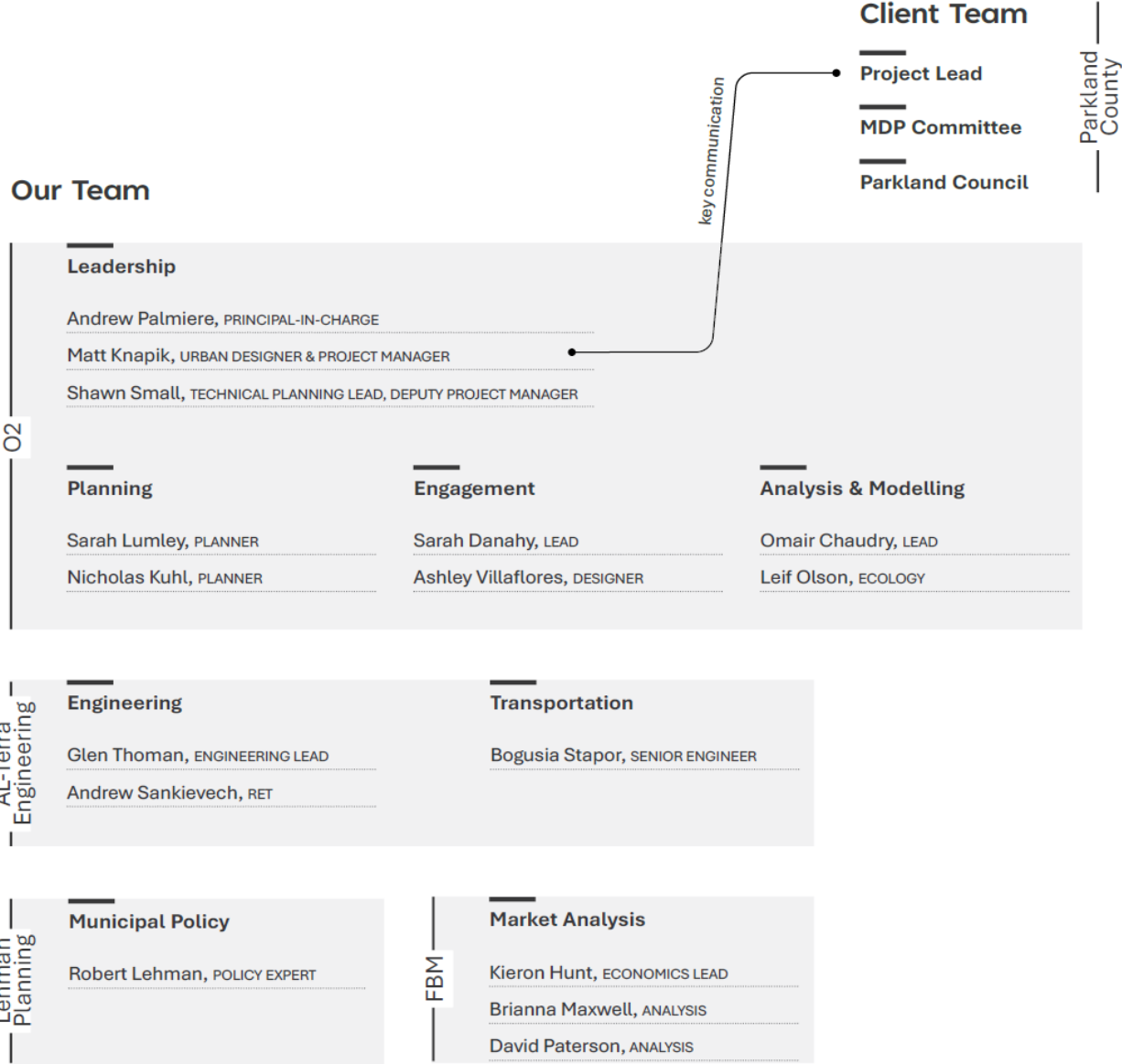


Parkland County

Strategic Municipal Development Plan Amendment and Technical Growth Study (Public Engagement Plan)

Updated 2023-05-15

Our Team



Project Team

Municipal Development Plan

Public Engagement Plan



Engagement Plan Objectives

- Inform the public and stakeholders of the MDP update
- Make all relevant information about the process readily available to stakeholders
- Gather meaningful input from a wide range of interests, areas, and partnerships to influence growth priorities and policy changes within the MDP
- Authentically incorporate insights into the creation of the updated MDP
- Ensure all engagement reporting is clear, concise, timely, and transparent and that it reflects both qualitative and quantitative information



Engagement Plan Audiences

- First Nations & Indigenous Communities
- Council
- Regional Partners
- Internal MDP Committee (County Staff)
- Identified External Stakeholders (Business, Industry, Non-Profit sectors)
- General Public

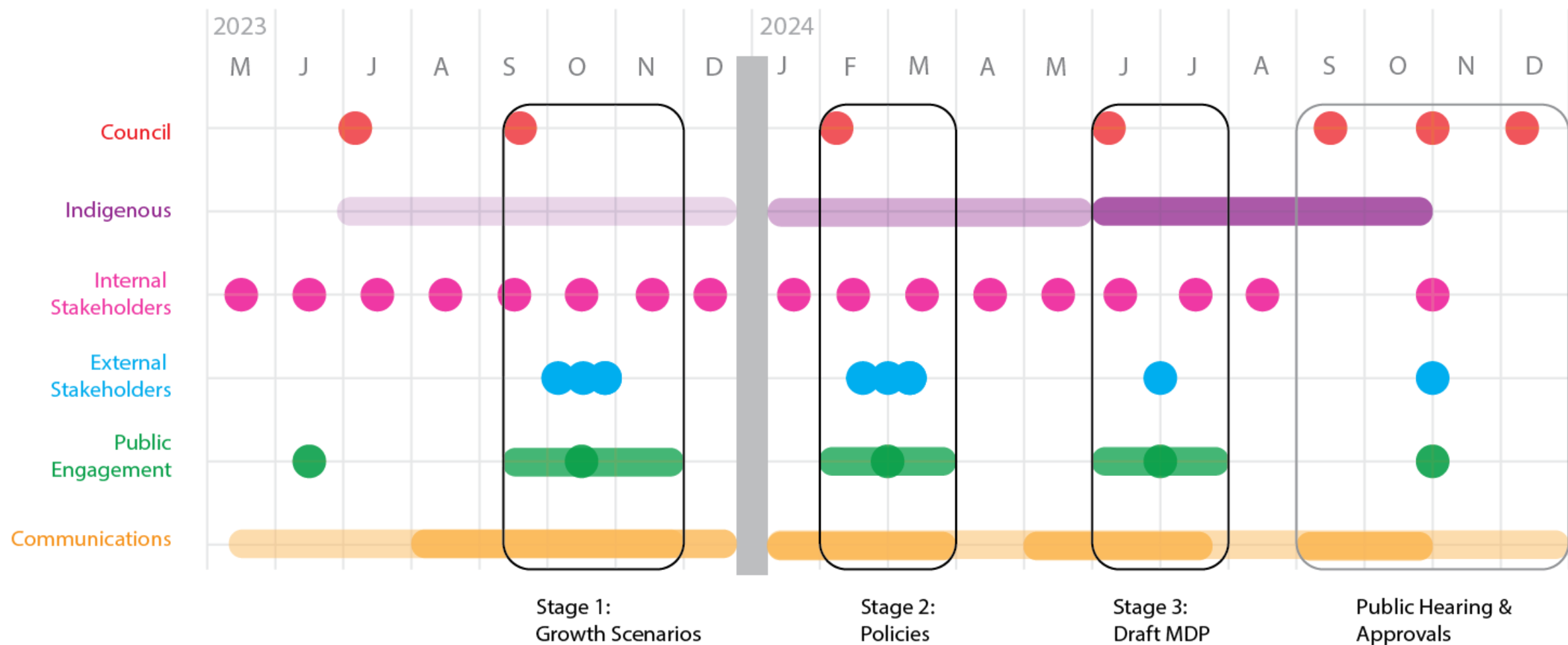


Engagement Plan Approach

- **Inclusive:** Create a welcoming space for conversation that respects the diverse lived experiences of all participants.
- **Accessible:** Make it easy to participate and access information. Consider diverse abilities, learning styles, and amount of time required.
- **Meaningful:** Provide opportunities for participants to share ideas and concerns openly and authentically.
- **Transparent:** Provide clear information about the process, how engagement influences decisions, and report back on what we heard.
- **Adaptive:** Be flexible to respond and adapt to the changing needs of participants over the course of the project.

Engagement Plan

Timeline



Engagement Plan

Risk Management

Potential Risks	Mitigation
Access Inability to participate in-person or no access to web for online engagement.	<ul style="list-style-type: none">• Provide both online and in-person opportunities for broadest reach
Vocal / Single Interest participation Potential for vocal/organized groups to speak over the voices of others, which may deter involvement.	<ul style="list-style-type: none">• Provide some engagement options that do not require interaction with others to participate• Emphasize ground rules for respectful engagement• Report on the diversity of uses and varied experiences of all users
Awareness / Information Access Lack of awareness of project or participation opportunities, confusion around planning processes, or language barriers that impede meaningful participation.	<ul style="list-style-type: none">• Broad online and in-place communications• Leverage existing trusted communications channels• Use plain-language and communicate through graphics (e.g. icons, diagrams)



Engagement Plan Stages

MDP engagement will be conducted in 3 main stages, along with a public hearing:

- **Stage 1: MDP Vision & Growth Priorities**
- **Stage 2: Policy Changes & Priorities**
- **Stage 3: Draft MDP Review**
- **Public Hearing**

The three main stages will involve public open house events and online engagement, exceeding the County requirements in Council Policy C-AD51.

Collaborative quarterly information sessions will also be supported together with Parkland's LUB Redesign Team.



Stage 1 – Summer 2023

MDP Vision & Growth Priorities

Objectives

- Gather input on the vision for the future of the County
- Understand growth priorities
- Present the findings and scenarios in the Technical Growth Study

Tactics

- Light-touch engagement opportunities through the project website
- Online survey
- Open house events in summer 2023



Stage 2 – Winter 2024

Policy Changes & Priorities

Objectives

- Gather input on potential policy changes and directions
- Confirm the overall MDP vision

Tactics

- Online survey
- Open house events in Winter 2024



Stage 3 – Spring 2024

Draft MDP Review

Objectives

- Present draft of the MDP
- Gather feedback to refine the final MDP document and policies

Tactics

- Online survey
- Open house events in Spring 2024



Communications Overview

- Project webpage (Bang the Table platform)
- Email subscribers
- Social media
- Stakeholder / organization lists
- Posters / digital signage
- Newsletters / newspaper ads
- Community calendars
- Radio ads

Questions