

Public Consultation Plan

Project Name:	Community Standards Bylaw
Department Responsible:	Enforcement Services
Project Manager:	Peter Morris
Project Participants:	Enforcement Services, Planning & Development, Recreation and Parks, Communications Services
Project description:	Provide information to the public regarding the changes to the bylaw (unsightly property, grass, event permits, addition of discretionary power), the rationale behind the changes, and have public understanding regarding the changes as well as overall bylaw.
Decision being made:	Whether to adopt the changes proposed in the new Community Standards Bylaw
Decision makers:	Parkland County Council will make the final decision based on recommendations from staff from Enforcement Services, Planning and Development, and Recreation and Parks
Scope (including impact and complexity) of this decision:	No public feedback sought. Administration may share spontaneous comments from the public with Council at time of second and/or third reading. Some residents within multi-parcel subdivisions may have higher expectations regarding property aesthetics and may not agree with proposed changes to unsightly properties and grass length revisions. Some residents may have concerns with the revisions to the sections to deal with event permits.
Timeline for decision:	The current Community Standards bylaw has a sunset clause for expiry May 12, 2012, therefore important for the proposed new bylaw to receive all three readings prior to that date.
Reason for public consultation:	Not actively soliciting public feedback. May consider spontaneous feedback as a means to increase level of engagement depending on nature and quantity of spontaneous feedback.
Level of public consultation:	Information sharing
Information being sought from public:	Public consultation is not required under the MGA for this type of bylaw. Public consultation conducted when Community Standards Bylaw first proposed in 2009. The bylaw was a consolidation of a number of existing bylaws and also included new provisions particularly around unsightly properties.
How information from public will be used in the decision making:	We can expect that there may be spontaneous feedback from the public regarding the changes to the unsightly premises/grass length sections as some residents have used this as a tool against their neighbours. However, we are not actively seeking public feedback nor are we putting in any formal mechanisms to receive feedback. We may also receive spontaneous feedback regarding other aspects of the bylaw that are not being considered for change. If any feedback is received, it may be compiled as information for administration and Council, but not anticipated at this time to influence the outcome.

Public Consultation Strategy		
Potential Participants	Proposed level of consultation	Consultation Strategy
Community groups/associations	Information sharing	Raise awareness of proposed changes to bylaw, educate on reason behind changes, educate on overall provisions of bylaw, including role and purpose for establishing and maintaining quality of life in the County.
Residential property owners	Information sharing	
Recreational property owners	Information sharing	
Commercial, Industrial property owners, Developers	Information sharing	
Neighbouring communities	Information sharing	
Business owners, event organizers	Information sharing	
Resources and Budget		
Staff/Contractors	Enforcement Services, Recreation and Parks, Communications	
Communication Materials	\$600	
Information Management		
Type of information being gathered	How information will be recorded/managed/included into planning considerations	
Any feedback will be spontaneous therefore no formalized mechanisms will be in place. Can expect emails, phone calls and comments on the County’s Facebook page.	Community & Protective Services staff and Communications Services will monitor and document comments as they come in.	
Communication Strategy		
Target Audience	Key Messages	Communication Tool(s)
Community groups/associations	<ul style="list-style-type: none">• Well-kept properties help improve community spirit• Event permits will help ensure events are organized with the least impact on the surrounding community	Parkland Communicator newsletter, Facebook page, Article in newspapers, information in Community Association newsletter
Residential property owners	<ul style="list-style-type: none">• Well-kept properties help improve community spirit• Bylaw is intended to address problem areas and not a means to pit neighbour against neighbour• Special events even on private property may require events permits or required to not exceed acceptable noise levels	Parkland Communicator newsletter, Facebook page, Article in newspapers
Recreational property owners	<ul style="list-style-type: none">• Recreational property owners have an obligation to maintain properties to a community standard• Well-kept properties help improve community spirit• Special events even on private	Parkland Communicator newsletter, Facebook page, Article in newspapers

	property may require events permits or required to not exceed acceptable noise levels	
Commercial, Industrial property owners, Developers	<ul style="list-style-type: none"> • Commercial/industrial property owners have an obligation to maintain properties to an appropriate standard • Construction activities near residential areas must not exceed acceptable noise levels • Construction sites should be kept clear of debris and litter 	Newspapers, website, Acheson Business Association Newsletter, Facebook
Business owners, event organizers	<ul style="list-style-type: none"> • Event permits will help ensure events are organized with the least impact on the surrounding community 	Newspapers, website, Facebook
Evaluation Strategy		
Criteria to be used to determine if public consultation is successful:	Public consultation will be deemed successful based on overall acceptance of the proposed changes to the bylaw and spontaneous feedback from the community is in favour of the changes.	
What will be measured and evaluated to determine success:	Spontaneous feedback will be evaluated informally using both qualitative (legitimacy of comments) and quantitative (number and frequency of comments); if it appears particularly contentious, may need to increase level of consultation with the public with more formalized feedback mechanisms.	
When measurement and evaluation will take place and the methods to be utilized:	Comments will be evaluated between dates of first and second reading of the bylaw. If appears that second level consultation required, will address at time of second reading.	
How the measurement and evaluation results will be used:	Post-project debriefing to identify where consultation plan successful, gaps, and areas of improvement when dealing with similar situations	