

Public Consultation Plan

Project Name:	Animal Control Bylaw
Department Responsible:	Enforcement Services
Project Manager:	Randy Shermack
Project Participants:	Enforcement Services
Project description:	Provide information to the public regarding the change to fine structure in the bylaw, the rationale behind the reduction in fees, and have public understanding regarding the change.
Decision being made:	Whether to adopt the changes proposed in the new Animal Control Bylaw
Decision makers:	Parkland County Council will make the final decision based on recommendations from staff from Enforcement Services.
Scope (including impact and complexity) of this decision:	<p>No public feedback sought. Administration may share spontaneous comments from the public with Council at time of second and/or third reading.</p> <p>Some residents may not support the idea of reducing fines as it could be seen as being more lenient with people who are in contravention of the bylaw.</p>
Timeline for decision:	The current Animal Control bylaw has a sunset clause for expiry June 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:	<p>Public consultation is not required under the MGA for this type of bylaw.</p> <p>Public consultation occurred when Animal Control Bylaw first proposed in 2009. The bylaw replaced existing dog bylaw and also included provisions for animal control that were included in the County's Land Use Bylaw.</p>
How information from public will be used in the decision making:	<p>We are not actively seeking public feedback nor are we putting in any formal mechanisms to receive feedback. We may receive spontaneous feedback regarding other aspects of the bylaw that are not being considered for change. There are other issues with barking dogs in the community. Some residents who have had concerns with barking dogs may take objection to the reduction in fines.</p> <p>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.</p>

Public Consultation Strategy		
Potential Participants	Proposed level of consultation	Consultation Strategy
Animal Rescue Groups	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.
Seniors	Information sharing	
Residential property owners - with/without dogs	Information sharing	
Recreational property owners with/without dogs	Information sharing	
Resources and Budget		
Staff/Contractors	Enforcement Services	
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)
Animal Rescue Groups	<ul style="list-style-type: none">• Share “responsible pet ownership” messaging	Parkland Communicator newsletter, Animal Control Facebook page, Article in newspapers
Seniors	<ul style="list-style-type: none">• Responsible pet ownership• How to protect yourself• Who to call	Special insert in the Tax Notices, Parkland Communicator newsletter, Article in newspapers
Residential owners - with dogs	<ul style="list-style-type: none">• Responsible pet ownership• At-large dogs• Animal units• Excessive barking• Animal shelter info	Special insert in the Tax Notices, Parkland Communicator newsletter, Animal Control Facebook page, Article in newspapers, local veterinary clinics, local pet stores
Residential owners - without dogs	<ul style="list-style-type: none">• What constitutes excessive barking• Excessive barking complaint process (who, how, etc.)• Animals at large	Special insert in the Tax Notices, Parkland Communicator newsletter, Article in newspapers
Recreational property owners with/without dogs	<ul style="list-style-type: none">• Responsible pet ownership• At-large dogs• Animal units• Excessive barking• Animal shelter info	Special insert in the Tax Notices, Parkland Communicator newsletter, Animal Control Facebook page, Article in newspapers

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