

MDP Public Engagement Plan

Parkland County

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Introduction

What is an MDP?

A Municipal Development Plan (MDP) sets the vision and strategic direction for future growth in a community. Parkland County's MDP will be the strategic "blue print" which outlines how the County will develop in the next 30 years. The MDP serves to assist Council, Administration and County residents as the "guiding document" that identifies future land use development patterns, infrastructure and transportation requirements, and the integral environmental areas in the County for future protection.

What is Public Engagement?

Public Engagement is a process by which a variety of data gathering activities and techniques are used to gain community information from residents and stakeholders. Community data is used to shape future policies in County's Municipal Development Plan. Using a variety of consultation techniques will help to guarantee that the MDP is a "community document" that represents Parkland County's residents' visions for the future.

Why is Engagement needed for an MDP?

Public engagement is essential in the update to the Municipal Development Plan (MDP); it is also a Parkland County requirement as stated in Policy C-AD17 (Public Consultation) and Policy AD17-P2 (Public Consultation Processes for Planning and Development).

The MDP's public engagement process will include Council, residents, stakeholders, and First Nations peoples throughout all project phases. Information gathered from these groups will provide the overall direction to Administration (and Council) for how to update the MDP.

Who will be Involved in the MDP Engagement?

Parkland County residents:

County residents will be actively involved in the creation of the new MDP. As outlined in this document, and the *MDP Terms of Reference*, multiple opportunities and consultation techniques will be used to engage County residents at all phases of the MDP update process. Resident engagement will particularly have a strong "on-line" component, and a strong youth component which will ensure school-aged children are actively engaged in the MDP update.

Council and Administration

Council and Administration will be actively involved throughout the MDP process. Project updates and MDP project deliverables will be forwarded to Council and Administration for their review and comment. Administration will be actively involved in the shaping of the final MDP document. The MDP Steering Committee will consist of County departmental managers to ensure the final MDP meets the needs of the corporation, while also meeting the needs of County residents.

Stakeholders:

Stakeholders are defined in the 2015 Municipal Development Plan (MDP) as any group(s) having an investment, interest or stake in Parkland County. MDP stakeholders include, but are not limited to:

- religious associations
- school boards
- Community residents' and lake management associations
- sport and cultural associations
- businesses and business associations
- developers (and developer associations)
- utility companies
- local and regional environmental groups
- gas and oil companies
- any other group with an "interest" in Parkland County.

Similar to County residents, stakeholder groups will be actively engaged at all stages of the MDP. "Focus group engagements" are expected to occur at each MDP phase to gather critical information and insights from stakeholder groups, as well as to confirm project findings.

Adjacent municipalities and other Governmental Agencies:

Adjacent municipalities will also be engaged on the MDP. Consultation with adjacent municipalities will primarily occur at Phase 2 (foundation) to inform them of the MDP project, and at Phase 4 (adoption) for review of the draft MDP. Administration intends to allow for an extensive review process of the Draft MDP, and will accommodate for inter-municipal meetings (where required) to reduce the potential for opposition at the formal MDP adoption stage.

Government agencies – including Alberta Transportation & Infrastructure and Alberta Environment & Sustainable Resource Development will be engaged in the review of the Draft MDP. Technical expertise and advice from staff within these departments will be engaged on an "as needed basis". Engagement will be critical to ensure these government agencies support the Draft MDP. Other provincial and federal departments may be engaged throughout the MDP as required.

First Nations:

First Nations are separate governing entities. Formal engagement will primarily be handled by Mayor and Council. Administration will consult with both First Nations (Enoch Cree and Paul First Nation) to the level and methods in which they deem appropriate. Findings from First Nations engagement will be reflected in the final MDP document.

Purpose and Rationale

The purpose and rationale for the County's Municipal Development Plan is rooted in the Province of Alberta's Municipal Government Act which it states that "*A Council of a municipality with a population of 3,500 or more must by bylaw adopt a municipal development plan.*" (Division 4, section 632(1)) The Plan must include such items as:

Goals and Objectives

Public engagement is essential to the completion of each phase in the MDP process. The following graphic shows each MDP project phase, major tasks (by phase) and level of engagement. The purpose of this graphic is to show the connection between the levels of engagement used by Parkland County and MDP project tasks.



The key goals and objectives for Parkland County's 2015 Municipal Development Plan include:

1. **To Inform and Educate Stakeholders**- Parkland County will:

- a. inform and educate stakeholders and the public on findings from all relevant background reports; and,
 - b. explain why the MDP is important, why updating the MDP is required, and why it is important to include the public in the process.
- 2. **To Consult** – Parkland County will:
 - a. consult with all relevant County stakeholders and residents to create a vision for Parkland County for 30 + years;
 - b. to consult with all relevant County stakeholders and residents in drafting future goals and principles for the draft MDP; and,
 - c. to confirm with all relevant County stakeholders and residents the final MDP vision, principles and goals.
- 3. **To Engage Stakeholders**- Parkland County will:
 - a. engage with all relevant County stakeholders and residents to determine a preferred (future) Growth Strategy for Parkland County;
 - b. engage with all stakeholders and residents on the draft MDP; and,
 - c. revise, were necessary the draft MDP based on engagement findings from stakeholder and resident feedback.
- 4. **Feedback**- Parkland County will:
 - a. review and evaluate feedback from stakeholders and residents when finalizing the draft MDP;
 - b. ensure “more than adequate” stakeholder / public commenting period on the draft MDP prior to formal adoption; and,
 - c. finalalize the draft MDP for adoption by Council and other regional bodies (CRB).

Summary of Engagements

Phase	Goal	Activities	Participants
1 Background	Inform and Educate	Council Orientation	Council Advisory Committee General Public
2 Foundation	Consult	Engagement #1	Council Advisory Committee General Public
		Engagement #2	Council Advisory Committee Stakeholders General Public
3 Structure	Engage	Parklandia	Grade 6 classes General Public
		Photo/Art Contest	General Public
		Engagement #3	Advisory Committee Stakeholders General Public
		Online Voting for Growth strategy	General Public
4 Adoption	Feedback	Engagement #4	Council Advisory Committees Stakeholders General Public
		Referrals	Adjacent Municipalities Stakeholders
		Public Hearing	Council Stakeholders General Public
		Celebration/Presentation	Council Advisory Committees Stakeholders General Public

Detailed Engagement Outline

Note Council and First Nations Groups will be notified of all engagements and consulted through the MDP Process. **First Nations** communications will be handled through Mayor and Council, with Administration customizing engagement sessions to meet First Nations needs. All First Nations will be invited to engage in all engagement activities as outlined in the MDP Public Engagement Plan.*

MDP PHASE 1 Background

Council Orientation

Objective- To present the findings of various background reports and introduce the MDP project.
Participants- Council
Advisory Committee
General Public

Outline

The first engagement in the MDP Process will take place in Council chambers at a regular Council meeting. Staff will prepare a presentation that introduces the upcoming MDP Project. Staff will also be prepared to answer questions that Council may have.

Advertising and Notification

- Parkland County will place the MDP on the Council agenda.

Resource Requirements

- Parkland County staff will present information to Council. Relevant background reports will be provided as attachments.

PHASE 2 Foundation

Engagement #1 MDP Community Vision and Principles

**Note: Administration will collaborate future engagement sessions with Environmental Conservation Master Plan (ECMP) consultants where possible.*

Objective- To create the MDP Community Vision and Principles
Participants- Council
Advisory Committee
General Public

Outline

At Engagement # 1, Administration will introduce the MDP project to engagement participants. Administration will also undertake “Visioning” exercises with residents to identify residents’ “community vision” for Parkland County. Administration will also begin to engage residents to develop the preliminary principles (i.e. “directions”) for how the MDP Community Vision can be achieved. Session

feedback will aid Parkland County staff in finalizing the MDP Community Vision, and draft MDP principles.

Advertising and Notification

- Parkland County will advertise this engagement in the newspaper once each of the two weeks prior to the event (*at minimum*).
- Parkland County will advertise engagement sessions County-wide (County Communicator or post cards).
- Parkland County will post information about the engagement on the MDP website, and through Facebook and Twitter.
- Parkland County will establish and set-up an e-mail list of interested residents to keep them notified of engagement dates.

Resource Requirements

- Parkland County staff will plan and run the engagement
- Facility booking
- Beverages and snacks
- Advertising and Notification
- Meeting materials (paper, pen, project handouts, flip charts etc.).
- Parkland County will retain an external facilitator to lead all engagement sessions.

Engagement # 2 Resident engagement/ stakeholder workshop - Principles and Goals

**Note: Administration will collaborate future engagement sessions with ECMP consultants where possible.*

Objective - To Identify MDP Principles and Goals
Participants- Council
Advisory Committee
Stakeholders
General Public

Outline

This engagement will introduce the MDP Community Vision and preliminary principles developed in Engagement # 1 sessions. Administration will then present the concept of a SWOT (Strengths – Weaknesses – Opportunities – Threats) exercise to participants, and guide the participants through the process. The SWOT will focus on the County as a whole. After establishing the SWOT of the County, Administration, the public and stakeholders will finalize draft principles for the MDP, and begin to brainstorm specific MDP goals.

While MDP stakeholders are encouraged to attend all open houses identified for Engagement # 2, stakeholders will be engaged in several workshop sessions where specific MDP topics will be discussed.

SWOT ANALYSIS

Strengths, Weaknesses, Opportunities and Threats for Parkland County will be identified by engagement participants.



Advertising and Notification

- Parkland County will advertise this Engagement in the newspaper once in each of the two weeks prior to the event (*at minimum*).
- Parkland County will advertise engagement sessions through the County Communicator.
- Parkland County will post information about the engagement on their website, and through Facebook and Twitter.
- Parkland County will mail an invitation to major stakeholder groups.
- Parkland County will establish and set-up an e-mail list of interested residents and stakeholders to keep them notified of engagement dates.

Resource Requirements

- Parkland County staff will plan and run engagement.
- Facility booking
- Beverages and snacks
- Advertising and Notification
- Meeting materials (paper, pen, project handouts, flip charts etc.).
- Parkland County will retain an external facilitator to lead all engagement sessions.

PHASE 3 Structure

Parklandia

Objective - To Engage the youth in the planning process

Participants- Grade 6 classes
General Public

Outline

Parklandia is a fictitious “community” that will be used as a theme throughout youth engagement on the MDP project. Through the use of Parklandia, youth will be challenged to think about civic engagement, as well as why planning is important.

Parklandia will be integrated into the grade six curriculums in the Parkland County School District and Evergreen Catholic Separate Regional District No. 2. County Planners will present general planning information in several “class room sessions”, with each session focusing on a different topic. Sessions will use in person and video recorded lessons that display different events and conflicts in this fictional community. After each lesson the students will be given an opportunity to apply their knowledge into an activity done in the classroom. Videos and activities will be posted online for the general public to interact with. By the end of all sessions, each classroom would have designed its own “Parklandia” based on the lessons learnt from each previous session.

At the last session, students will create their own fictitious community based on the information that they have gathered in their classroom activities. Classrooms will be split into “teams” of 4-5 students, with each team given instructions to develop this unique community.

“Communities” will be presented at a school “planning fair”, with the top project from each school moving on to a county-wide fair hosted at the County Centre Office. Winners of the County Planning Fair will be judged by Parkland County Council Members, Administration and special guests. Each team will need to construct a 3D model of a fictional community (made out of paper, clay, toothpicks, etc). Each model will need to be accompanied by a poster board that includes:

- their community’s name and a map of the community;
- a written description on how their citizens can live, work and play in the community; and,
- a written description of how their community balances Social, Environmental, Economic and governance sustainability

Advertising and Notification

- Parkland County will send a notice home with the students involved to make them aware of the project.

- Parkland County will post the activity and lessons online for the public to view and interact with.
- Parkland County will post information about the Engagement on their website.
- Parkland County will advertise the project in various school board memo's and communicators.
- Parkland County will advertise the project with posters in the County Centre
- Parkland County will notify potential sponsors of the opportunity.

Resource Requirements

This engagement will require:

- Meetings with Parkland County School Board teachers to integrate the fair into the curriculum and set timelines for in-class sessions and school "planning fairs"
- Date / logistics for the County Fair to be determined.
- Grant/award opportunities will need to be researched and applied for.
- Potential sponsors will need to be contacted.
- Parkland staff to develop a curriculum /lesson plan for class work. Teachers and students will also be offered the CIP resource *A Kid's Guide to Building Great Communities* or the Municipal Affairs resource *building Communities through Local Government* resource material.
- Grading criteria for the projects will need to be created.
- Prizes for first, second and third place at the regional fair will need to be purchased.
- Judges for the individual fairs will need to be chosen.
- Judges for the County Fair will need to be chosen (may include Administration, Council, school board members or other guests).
- Advertisements for the County Fair will need to be prepared.
- Parkland County will display winning projects in County Centre for a period of time with an information board discussing the project.
- Presentations about the fair will be submitted to various planning, geography and education associations for various awards and recognition. They could also be submitted to universities.
- A publication could be written about the project and submitted to various profession journals.

Potential Sponsors

- University of Alberta
- Parkland School Division / Evergreen Catholic Separate Regional Division No. 2
- Government of Alberta
- Canadian Institute of Planners (CIP) and Alberta Professional Planners Institute (APPI)
- Royal Canadian Geographic Association
- Canadian Association of Geographers
- Private planning / engineering firms (i.e. Stantec)
- Professional associations (engineering, administrative)
- Energy/ Oil Companies
- Banks
- Local businesses and business associations (i.e. Acheson Business Association).
- AUMA and AAMDC
- Political Interest Groups
- LGA

Partnerships – County Fair

The County may consider partnering with the Alberta Urban Municipalities Association (AUMA), and the Alberta Association of Municipal Districts and Counties (AAMDC) for this one-day session.

Potential Grants/Awards

- Regional Collaboration Program (If partnered with other municipalities or summer villages)
- CIP Award for Planning Excellence
- CIP President's Awards
- APPI Award of Merit
- Local Political Engagement Awards(For ATA)
- Emerald Awards
- Public Interest Award (Public Interest Alberta)
- 2013 Youth in Action Grant

Photo Contest

Objective - To Include local talent in the MDP
Participants- General Public

Outline

In conjunction with the County's Communications and Strategic Planning Department, Planning staff will hold a competition for residents to submit a favorite photo of their community. Winners will have their pictures posted on the county website and placed in the final MDP report. In addition to the MDP and website placements, Parkland County may produce promotional items (postcards, calendars, notebooks) using winning photos to give away for (future) promotional materials.

Advertising and Notification

- Parkland will advertise this contest in the newspaper.
- Parkland County will post information about the contest on their website, through Facebook and Twitter.
- Parkland County will post information about the contest in local community centers.
- Parkland County will provide information about the contest at each individual engagement.
- Parkland County will advertise the contest with posters in the County Centre.

Resource Requirements

This public engagement will require:

- Application form to be drafted that provides Parkland County permission to use photos, and to post the photographer's name.
- Art/photos will need to be able to be digitalized.
- A judging panel will need to be appointed.
- A County contact will need to be appointed for the competition.
- Parkland County could post the hard copy of the winning pieces at County Centre.
- Parkland County could create various promotional items with the photos.
- Advertising and notification (as listed above).

Potential Grants

- Arts Organizations Project Grant

Engagement # 3 - Resident engagement /stakeholder workshop - Preferred Growth Strategy

Objective - To identify a preferred growth strategy
Participants- Advisory Committee
Stakeholders
General Public

Outline

Administration will begin engagement # 3 sessions by finalizing MDP principles and goals. Administration will then present three (3) growth strategies for the county, and will engage stakeholders and residents in deciding a preferred growth strategy. During this session, staff will review some of the strengths and weaknesses of each strategies, and allow the public to decide their preferred growth strategy.

Advertising and Notification

- Parkland County will advertise this engagement in the newspaper once in each of the two weeks prior to the event (*at minimum*).
- Parkland County will advertise engagement sessions County-wide (County Communicator or post cards).
- Parkland County will post information about the engagement on their website, and through Facebook and Twitter.
- Parkland County will establish and set-up an e-mail list of interested residents to keep them notified of engagement dates.
- Parkland County will mail an invitation to major stakeholder groups.

Resource Requirements

- Parkland County staff will plan and run the engagement.
- Facility booking
- Beverages and snacks
- Advertising and Notification
- Meeting materials (paper, pen, project handouts, flip charts etc).
- Parkland County will retain an external facilitator to lead all engagement sessions.

Online Voting For Growth Strategy

Objective - To identify a preferred growth strategy
Participants- General Public

Outline

Parkland County will set up an online voting poll to record the general public's opinions of the three (3) growth strategies. Information presented and gathered at engagement session # 3 sessions will be displayed online to allow all potential voters to review detailed strategies on-line.

Advertising and Notification

- Parkland County will post information about the engagement on their website.
- Parkland County will introduce the on-line voting tool at all engagement #3 sessions.

Resource Requirements

- Parkland County staff will plan and run engagement.
- Advertising and Notification
- Software requirements to establish “on-line” voting system.

PHASE 4 Adoption

Engagement # 4 – Resident engagement / stakeholder workshop - Draft MDP Review

Objective -	To review the MDP Draft
Participants-	Council
	Advisory Committee
	Stakeholders
	General Public

Outline

Administration will introduce the draft MDP to the public, and place the draft on the County website. The public will be able to offer feedback on the draft MDP. Administration will consider the feedback from the public and stakeholders when revising the draft MDP.

Advertising and Notification

- Parkland County will notify the public and stakeholders through the MDP website, County Communicator (or postcards) and newsletters that the draft MDP is available for review.
- Parkland County will provide notice that the draft MDP is available for review through local and regional paper advertisements.
- Draft MDP to be posted on the MDP website.
- Draft MDP posted at minimum three (3) weeks before any formal approval is required (i.e. Council first reading or CRB decision).
- Parkland County will post information about “how to provide your feedback” on the MDP website, through Facebook and Twitter, and through newspaper notification.
- Parkland County will mail an invitation to major stakeholder groups to review the draft MDP.

Resource Requirements

- Advertising and Notification of the draft MDP being posted on the County website and in local and regional papers.

Referrals

Objective-	To receive feedback from affected stakeholder groups
Participants-	Adjacent Municipalities
	Stakeholders

Outline

Parkland County will refer out the draft MDP to adjacent municipalities, the CRB and major stakeholder groups. Parkland County will then incorporate any feedback it receives into the final MDP.

Advertising and Notification

- Parkland County will advertise this engagement in the newspaper with contact information for those who wish to comment on the draft MDP.
- Parkland County will mail copies of the draft MDP to adjacent municipalities and stakeholder groups. The County will provide approximately seven (7) working weeks to comment.
- Parkland County will post information about the MDP on the website with contact information for those who wish to comment.

Resource Requirements

- Advertising and Notification to be prepared informing stakeholders of the draft MDP. Referral packages to be prepared for adjacent municipalities and stakeholders.

Public Hearing

Objective- To receive feedback from affected stakeholders
Participants- Council
Stakeholders
General Public

Outline

Parkland County will present the Final MDP to Council and the public to receive feedback and approval.

Advertising and Notification

- Parkland County will meet the requirement of Section 606(1) and 230 of the Municipal Government Act in regards to advertising and notification.

Resource Requirements

- Advertising and Notification on the County website and local and regional papers.

Celebration and Presentation

Objective - To celebrate the completion of the MDP with the public, stakeholders and participants who have been engaged in creating the Plan.

Participants- Council
Advisory Committee
Stakeholders
General Public

Outline

The final (approved) MDP will be presented to residents and stakeholders in Parkland County at a celebration event held at County Centre.

Advertising and Notification

- Parkland County will mail invitations to those who participated in the engagement process.
- Public notification for a “meet and greet” to be held at County Centre will be posted in all regional papers approximately two weeks in advance of the event.

Resource Requirements

- Parkland County Staff will plan and run the celebration event.
- County Centre to be booked.
- Beverages and snacks
- Advertising and Notification.

Engagement Timelines

Public Engagement Plan Timelines	Q1: 2013			Q2: 2013			Q3: 2013			Q4: 2013			Q1: 2014			Q2: 2014			Q3: 2014			Q4: 2014			Q1: 2015			Q2: 2015			Q3: 2015			Q4: 2015				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC		
Task																																						
<u>BACKGROUND</u>																																						
Council Orientation																																						
<u>FOUNDATION</u>																																						
Open House/Workshop #1																																						
Open House/Workshop #2																																						
<u>STRUCTURE</u>																																						
Parklandia																																						
Photo/Art Contest																																						
Open House/Workshop #3																																						
Online Voting for Growth Strategy																																						
<u>ADOPTION</u>																																						
Open House/Workshop #4																																						
Referrals																																						
Public Hearing																																						
Celebration/Presentation																																						
Note: Engagement timelines are preliminary and may change																																						

Next Step

A number of key steps need to occur prior to the official project launch for the MDP process in January 2013. Key next steps to be completed by Administration in the next 2-3 months include:

Short term (1-2 months)

1. Contact Parkland County School Division 70 to discuss youth engagement activities (Parklandia). *Administration will coordinate all engagement efforts with the Environmental Coordinator, Parkland County, to ensure project coordination between the MDP update and County youth environmental initiatives.*
2. Prepare and confirm youth engagement activities and lesson plans with Parkland County School Division and individual school teachers.
3. Orient Council, Senior Management Team and all relevant committees on the MDP update process, timelines and future involvement.

Medium term (2-3 months)

1. Confirm stakeholder list for all future MDP project communications.
2. Confirm, if needed consultant services required to assist with MDP engagement activities.
3. Coordinate and prepare new Parkland County MDP web-page to be hosted on the Parkland County website. Prepare an MDP project e-mail account for public feedback.
4. Request and confirm membership for the MDP Advisory Committee (Advisory Committee members are to be chosen from existing County committees).
5. Inform (toward the end of December) major stakeholders in regards to the MDP update process.
6. Proceed with youth engagement activities (Parklandia).
7. Prepare for Engagement # 1 advertising and notification for January 2013.
8. Prepare logistics and facility booking for Engagement # 1 occurring in January 2013