

Public Consultation Plan

Project Name:	Parks Bylaw	
Department Responsible:	Community and Protective Services	
Project Manager:	Dave Cross	
Project Participants:	Enforcement Services, Planning & Development, Community Services, Agriculture and Parks and Communications Services	
Project description:	Provide information to the public regarding the changes to the bylaw (public conduct, nuisances, restricted activities, unauthorized use animals), 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 Parks Bylaw	
Decision makers:	Parkland County Council will make the final decision based on recommendations from staff from Community Services, Enforcement Services, Planning and Development, and Agriculture and Parks	
Scope (including impact and complexity) of this decision:	Public feedback sought. Administration will share comments from the public with Council at time of second and/or third reading. Some residents living in lakeside subdivisions may have an interest in the winter storage of docks/boat lifts, or the restrictions proposed on residential dumping at county day use park sites.	
Timeline for decision:	May 2012	
Reason for public consultation:	Actively soliciting public feedback for the purposes of testing certain concepts from within the proposed parks bylaw	
Level of public consultation:	Information sharing, Consultation (testing concepts)	
Information being sought from public:	Public consultation is not required under the MGA for this type of bylaw. Administration is seeking feedback on a few new concepts in the bylaw; specifically dates for winter storage of docks/boat lifts, approval for events with 50 or more attending. Creating awareness with respect to the various provisions within the bylaw.	
How information from public will be used in the decision making:	Feedback will be compiled and reviewed by Administration. Changes may be made to the Parks Bylaw based upon feedback received. Administration will track how the feedback is utilized and provide that information to Council.	
Public Consultation Strategy		
Potential Participants	Proposed level of consultation	Consultation Strategy
Community groups/associations	Information sharing/Consultation (testing concepts)	Raise awareness and test certain concepts of proposed changes to

Residential property owners	Information sharing/Consultation (testing concepts)	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.
Recreational property owners	Information sharing/Consultation (testing concepts)	
Commercial, Industrial property owners, Developers	Information sharing/Consultation (testing concepts)	
Neighbouring communities	Information sharing/Consultation (testing concepts)	
Business owners, event organizers	Information sharing/Consultation (testing concepts)	
Resources and Budget		
Staff/Contractors	Enforcement Services, Community Services, Communications	
Communication Materials	\$600	
Information Management		
Type of information being gathered	How information will be recorded/managed/included into planning considerations	
Feedback will be gathered via web survey questionnaire, e-mails and phone calls.	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">Guidelines in bylaw promote safe, enjoyable use of our parks resulting in an improved quality of life for our residents	Parkland Communicator newsletter, Facebook page, Article in newspapers, information in Community Association newsletter
Residential property owners	<ul style="list-style-type: none">Guidelines in bylaw promote safe, enjoyable use of our parks resulting in an improved quality of life for our residentsBylaw is intended to address issues related to residential dumping in parksNo unauthorized development on park land may occur without prior approval	Parkland Communicator newsletter, Facebook page, Article in newspapers
Recreational property owners	<ul style="list-style-type: none">Guidelines in bylaw promote safe, enjoyable use of our parks resulting in an improved quality of life for our residentsBylaw is intended to address issues related to residential dumping in parks and winter storage of docks/boat liftsNo unauthorized development on park land may occur without prior approval	Parkland Communicator newsletter, Facebook page, Article in newspapers, information sent to Lake Management Associations, area watershed groups

Commercial, Industrial property owners, Developers	<ul style="list-style-type: none"> • Guidelines in bylaw promote safe, enjoyable use of our parks resulting in an improved quality of life for our residents 	Newspapers, website, Acheson Business Association Newsletter, Facebook
Business owners, event organizers, Schools	<ul style="list-style-type: none"> • Guidelines in bylaw promote safe, enjoyable use of our parks resulting in an improved quality of life for our residents • Gatherings with 50 or more people require approval to ensure that site can adequately accommodate event. 	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 feedback from the community is in favour of the changes.	
What will be measured and evaluated to determine success:	Feedback will be evaluated 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 additional 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	