



Public Engagement Plan

Surface Drainage and Lot Grading Bylaw 2023-02 & Lot Grading Policy C-PD17

Project Name	Surface Drainage and Lot Grading Bylaw & Lot Grading Policy
Department Responsible	Engineering Services
Project Team	Jody Hancock – Director of Engineering Services Nancy Domijan – Director of Planning and Development Services Matt Good – Manager, Land Development Engineering
Decision Statement	The proposed Bylaw and Policy are <u>not</u> intended to direct and control Landowners in how they use their own properties, but rather a means to guide and direct practices during alterations of someone’s lands in a meaningful way that does not create disruption to adjacent or downstream neighbours. The Bylaw and Policy will provide the means and direction to Parkland County Administration in how/what to communicate to the Landowners consistently and effectively and to take care of Parkland County’s interests as well as the public interests with regards to surface drainage and lot grading.
Decision	Council will make a final decision to approve the Surface Drainage and Lot Grading Bylaw & Lot Grading Policy based on recommendations from Administration and feedback from engaged Landowners.
Timeline for Decision	The proposed Bylaw will be presented to Council for decision in Q1, 2024.

Support Administration while protecting the interests of both the County and impacted Landowners.

1. Engagement Objectives and Goals

1.1. Public Engagement Objective

The objective is to ensure that members of both the General and Industry Community are presented the draft information in advance of it being adopted by Council and allow for an opportunity to provide their critical feedback. With regards to the lot grading and surface drainage process, the points of engagement will help identify any pitfalls or points of contention with the existing and proposed development process. Engagement points will help in the pursuit of finding opportunities to streamline processes, address concerns, and improve current processes, to capture them in the new Bylaw and Policy. Public engagement has and will play a pivotal role in the development of the Surface Drainage and Lot Grading Bylaw and Lot Grading Policy.

1.2. Public Engagement Goals

When looking to adopt new Bylaw's and Policies's, public engagement assists to create well-informed and well-supported decision drivers of how they get developed. The project team will approach engagement for the Surface Drainage and Lot Grading Bylaw and Lot Grading Policy with the following goals in mind:

- Accessible Public engagement through a virtual open house will provide a broad opportunity for a diverse array of stakeholders to participate.
- Comprehensive Public engagement through dedicated Parkland County publications and dedicated notifications will increase awareness of the new Bylaw and Policy across the County.
- Informed Stakeholders will gain understanding of the Bylaw and Policy its proposed changes, impacts, and benefits on the development process.
- Participants in public engagement will have the opportunity to learn from the project team, provide feedback, and shape regulations in their communities.
- Formal letters of support from those business communities impacted by the new Bylaw and Policy.

1.3. Stakeholders

Engagement will be conducted with both internal and external stakeholders to achieve a well-informed and well supported final product. The stakeholder list reflects a balanced approach to engagement, ensuring consultation involves experts, professionals, regulators, and the public. Engagement levels will be informed by the International Association for Public Participation (IAP2) Spectrum of Public Participation. The IAP2 spectrum is designed to assist in determining the level of participation that defines the public's role in the decision-making process.

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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1.3.1. Internal Stakeholders

Internal stakeholders will be involved from all departments at the County either through direct collaborations or indirectly through informative sessions and updates with their Executive Leaders. Internal Stakeholders will be engaged at various levels depending on their proximity to the surface drainage and lot grading development processes in the County. The table below outlines internal stakeholder groups and their anticipated level of engagement. The level of involvement will be guided by IAP2 spectrum and the stakeholder’s respective availability. This person will be asked to commit to review of draft copies of the Bylaw and Policy and to attend approximately 2-7 meetings over the course of the project depending on the level of impact the Bylaw and Policy may have on their respective roles and responsibilities.

Inform	Consult	Involve	Collaborate
Municipal Land Specialist	Legal Services Coordinator	Legislative Services	Engineering Services
Legislative Services		Road Maintenance & Drainage	Enforcement Services
Communications		Agricultural Services	Planning and Development Services

1.3.2. External Stakeholders

The target audience for external engagement extends to both the general public and industry stakeholders, as the regulations in the new Bylaw impact all businesses, residents, and users of the Parkland County development process. External stakeholders include not only the residents

of Parkland County but the commercial developers, businesses and business associations that make up end users of Parkland County’s development process.

Inform	Consult	Involve	Collaborate
Parkland County Public	Business/Industry (Engineering and ALS)		Legal Counsel (Brownlee LLP)
NAIOP & UDI & Acheson Business Association, Greater Parkland Regional Chamber of Commerce	Adjacent Municipalities		
Community Associations (i.e. Wabamun Watershed Council)			

2. Engagement Approach

Public Engagement at Parkland County is governed by Council Policy C-AD51. For a new “Bylaw Development” the requirements are as follows:

- **Public notification of the Bylaw Review** – share information to build awareness with the public.
- **Methodology may include public meeting/open house, survey, one on one interviews, focus groups, online interactive tools, advisory committee/task force** – test ideas or concepts to build knowledge and collaborate to develop solutions. Inform public of recommendations and to validate how/why public feedback was or was not incorporated from previous public engagement.
- **Public Hearing** – inform public of formal hearing before Council, as per Municipal Government Act and this policy.

Engagement will be completed over three phases of formal public notice, followed by implementation of the proposed Surface Drainage and Lot Grading Bylaw and Lot Grading Policy. See **Figure 1.0** for estimated milestones and engagement tasks. Each phase will involve varied engagement techniques to ensure comprehensive engagement across the County.

- **Phase 1** – Public Notifications and virtual open house. Notifications will be distributed as per those means outlined in Policy C-AD51 and direct mail to those business groups identified herein. A virtual open house will be held with the General Public and notification of this meeting will be communicated through the Parkland County Newsletter, [on Parkland County’s website and through the County’s Social Media platforms](#).
- **Phase 2** – Period of one-on-one engagement as necessary and applicable to bring resolution to discussions originating from Phase 1 engagement.

- **Phase 3** – Formal public hearing before Council to receive three readings and endorsement by Council.

After implementation, the proposed Surface Drainage and Lot Grading Bylaw and Lot Grading Policy will involve additional opportunities for engagement and education. Notification of Council’s approval will be shared with the public and stakeholders through means outlined in Council Policy C-AD51, to ensure the community remains informed. As the proposed Bylaw and Policy is implemented, administration will provide opportunities to learn about the new regulations and how they will impact development processes.

Prior to each Phase of engagement, the Project Team, or designates, will prepare a public engagement assignment, specific to that Phase that outlines the engagement objectives, communication objectives, risk register, key messages and the engagement technique to be used.

2.1. Council Engagement

As a function of engaging internal and external stakeholders, the Project Team will involve the Parkland County Council on a consistent basis, using the following approach:

- **Inform** – Prior to external engagement, the Project Team will present to the Governance and Priorities Committee (GPC). Presentations will serve as the introduction of the proposed Bylaw and Policy and gain initial feedback and comments.
- **Endorsement** – from the initial informational presentation and candid discussion, the Project Team will pull key take aways to make any necessary adjustments to the draft Bylaw and draft Policy and return to GPC to discuss those changes and comments with additional supporting information. The Project Team will be looking to receive GPC’s endorsement of the Public Engagement Plan to proceed with Phase 1 of the External Engagement for the proposed Bylaw and Policy.
- **Post Public Engagement** – the Project Team will bring forward to Council a feedback summary from the Public Engagement Phases that includes the feedback as well as how the Project Team has addressed or mitigated concerns. The Project Team will look to get endorsement of the proposed Bylaw (first reading).

2.2. Schedule

The Surface Drainage and Lot Grading Bylaw and Lot Grading Policy engagement process will take place over 11-12 months. Figure 1.0 below provides a high-level visual aid to the tentative timelines.

FIGURE 1.0 – SURFACE DRAINAGE & LOT GRADING BYLAW AND LOT GRADING POLICY ESTIMATED TIMELINE

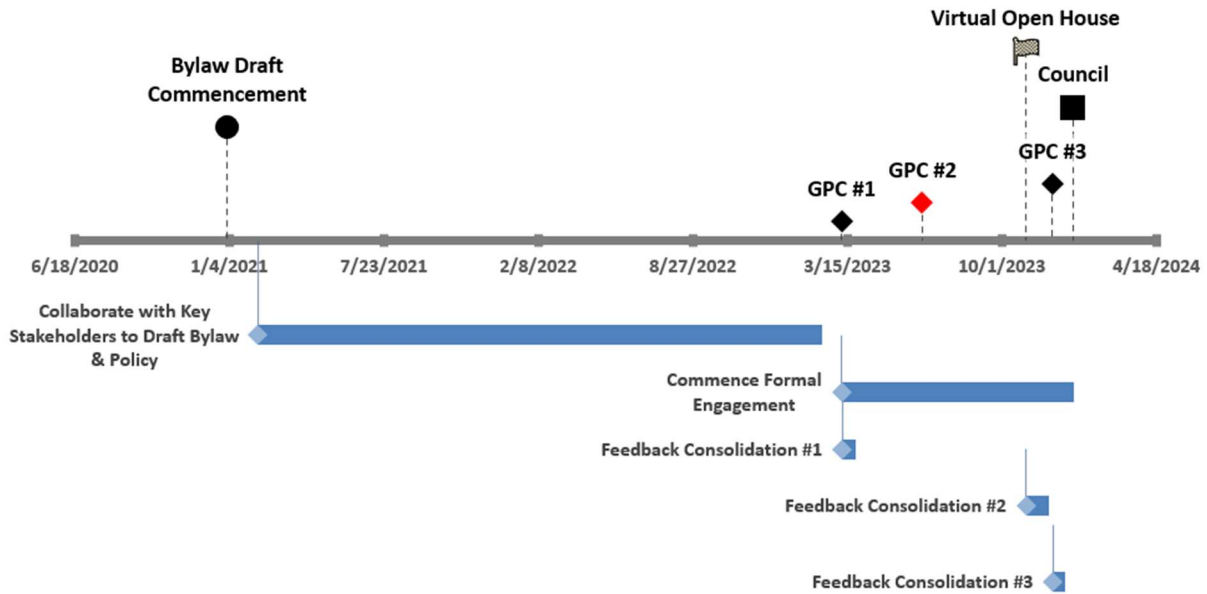


FIGURE 2.0 – ESTIMATED TASK DURATION & PROJECTED MILESTONES

Tasks

Start	End	Duration	Label	Vert. Position	Vert. Line
2/10/2021	11/1/2023	730	Collaborate with Key Stakeholders to Draft Bylaw & Policy	-25	-25
3/7/2023	1/1/2024	300	Commence Formal Engagement	-40	-15
3/8/2023	5/25/2023	17	Feedback Consolidation #1	-55	-15
11/1/2023	11/30/2023	29	Feedback Consolidation #2	-70	-15
12/6/2023	12/22/2023	16	Feedback Consolidation #3	-90	-15

Milestones

Date	Label	Position
1/1/2021	Bylaw Draft Commencement	30
3/7/2023	GPC #1	5
6/20/2023	GPC #2	10
10/30/2023	Virtual Open House	50
12/5/2023	GPC #3	15
1/1/2024	Council	35

2.3. Communications

Engagement techniques and activities will vary depending on the type of engagement and key audience. The Project Team will use a combination of online and advertising techniques to improve accessibility and notification awareness for all. The online component will involve community outreach; meeting with stakeholders with the goal of fostering open and interactive information and feedback, including both a virtual open house presentation and social media presence on Parkland County channels directing inquiries to a “YourParkland” webpage set up with information managed and lead by Parkland County Comms Team. **Chart 1.0** below outlines the detailed activities to support the engagement process.

CHART 1.0 – ENGAGEMENT ACTIVITIES

Engagement Activity	Description	Estimated Timing
Internal		
Subject Matter Consultations	The Project Team engaged with relevant departments on the proposed Bylaw and Policy to discuss and gather input to collaborate on the draft Bylaw and Policy. This took the form of individual interview sessions, group discussions, and multiple draft reviews.	Jan 2021 – Feb 2023
Information Packages	Information Packages will educate County staff on the role of the proposed Bylaw and Policy, and its influence on specific departments. It will be distributed at the Director level and communicated as required to those impacted. As the proposed Bylaw and Policy are Planning based, it requires significant inter-departmental collaboration which means the regulations and development processes have a broad reach.	Feb 2024 (After Adopted by Council)
Presentations	For departments (Land Development Engineering, Enforcement Services, Planning and Development, Drainage, etc.) directly involved in administering the new Bylaw and Policy information sessions (i.e. Q&A and presentation) can be setup on an as requested basis.	Feb 2024
External		
Subject Matter Consultations	External consultation with industry/business stakeholders (i.e. legal review, adjacent municipalities, industry consultants, etc.).	Aug 2022 – Feb 2023
Virtual Open House	To support consistent information sharing and opportunities for education and feedback, a virtual open house (VOH) will be hosted for all public stakeholders to present and discuss the proposed Bylaw and Policy. Public will be informed of Virtual Open House session through the Fall Parkland County Newsletter, County website and Parkland County Social Media channels.	Sept - Oct 2023 VOH Oct 30, 2023
Dedicated Notifications	Formal notification letters will be issued to those business communities (i.e., National Association for Industrial and Office Parks (NAIOP), Urban Development Institute (UDI), Acheson Business Association (ABA)) effected or impacted by the new Bylaw and Policy.	July – Oct 2023
Public Notification of Bylaw and Policy Review	County Newsletter, County website and Parkland County Social Media channels directing online traffic to a “YourParkland” page with an outline of information on the Bylaw and Policy, updates on schedule (i.e., milestone targets) and an update/summary from the latest	Jul 2023 – Oct 2023

	engagements. These will be the tools used to distribute and make the public aware of the different Phases of the Public Engagement Process, at specific points of contact or information sessions.	
Public Hearing	Public will be informed of the formal hearing before Council, as per the Municipal Government Act and Policy C-AD51 using the following means; Newspaper ads, County website (incl. "YourParkland" pages) and Social Media channels.	January 2024

2.4. Resources

As the proposed Bylaw and Policy are a direct impact to; Engineering Services, Planning and Development Services, Roadway Maintenance and Drainage Services, and Enforcement Services they have a wide array of interconnectivity throughout the County’s services and functions and therefore require contribution/collaboration with several internal departments and functional teams as well as support from external agencies.

As outlined in the Municipal Government Act the proposed Bylaw, once approved by Council, is set to become legislation, and therefore requires intensive review by industry partners (i.e., Legal, Engineering, Industry Consultants/Members) as well as regional municipal counter parts as it aligns and supports industry standards in the region.

2.5. Engagement Events

The virtual open house event will require external consultation services for setting up and supporting. All Parkland Count internal social media channels and webpages will be managed and lead by Parkland County Communications Team in coordination with the Project Team.