

<b>Project Name:</b>	Phase 2 Public Engagement Plan - Future Agriculture Study
<b>Department Responsible:</b>	Planning & Development Services
<b>Project Manager:</b>	Duncan Martin (Planning) and Mark Cardinal (Agriculture)
<b>Project Participants:</b>	Carol Bergum – Planning & Development Services Martin Frigo – Planning & Development Services Erin McAdam – Agricultural Services Gabriel Clarke – Environmental & Community Sustainability Department Scott Kovatch – Community Economic Diversification Department
<b>Project Description:</b>	Administration is seeking additional resident and producer inputs into the completion of the Future of Agriculture Study. The Future of Agriculture Study will: <ul style="list-style-type: none"> <li>• provide a vision and develop principles for a healthy agricultural system;</li> <li>• provide direction on diversifying agricultural opportunities in the County;</li> <li>• develop scenarios and recommendations for the enhancement and diversification of agricultural land, practices, and opportunities in Parkland County;</li> <li>• provide policies and procedures for the implementation of chosen recommendations for the security, enhancement and diversification of agricultural opportunities in Parkland County.</li> </ul>
<b>Project Description:</b>	Completion of the Future of Agriculture Study.
<b>Decision being made:</b>	Council is being asked to approve the phase 2 – Future of Agriculture Study public engagement plan. Approval of the engagement plan will assist Administration in completing the Future of Agriculture Study.
<b>Reason for public consultation:</b>	<ul style="list-style-type: none"> <li>• To inform the public that phase 2 of the study is currently being completed and;</li> <li>• To consult and seek greater feedback from County Residential residents, agricultural producers, small producers, and specialty producers on the future of Agriculture Study and the recommendations to meet the Study's vision and principles.</li> </ul>
<b>Level of public consultation:</b>	<ul style="list-style-type: none"> <li>• The primary level of engagement will be <b>consult</b>. The public will be consulted on the phase 2 study and asked to provide practical feedback. Administration and the Consultant (Toma &amp; Bouma) will undertake changes to the draft study as needed.</li> </ul>
<b>How information from the public will be used in the decision-making:</b>	<ul style="list-style-type: none"> <li>• Comments gathered from the residents and producers on phase 2 will help shape the development of the final Future of Agriculture Study.</li> </ul>
<b>Strategy:</b>  Multiple levels of engagement and notification will occur prior to final reporting to Council. The engagement strategy incorporates two main engagement elements: <p><u>1. Phase 2 Survey:</u> An online and paper copy of a survey will be available for all County residents, producers and stakeholders to capture feedback on the vision and principles as well as, to provide comments on future of agriculture in Parkland County. The survey will be posted and occur approximately one (1) month prior to the Open House. The survey will also be available at the County reception desk, and the reception desks for Agriculture, Planning &amp; Development, and Community Economic Diversification Departments. Staff will be instructed to encourage residents and visitors to fill out the survey.</p>	

2. Open House: Will be held in various locations throughout the County. Findings from the survey will help inform the information shared at the open houses. The purpose of the open houses will be to:

- a) Review the Situation Report and the vision and principles.
- b) To enable residents, producers and stakeholder the opportunity to have input on the draft findings and recommendation(s) of the phase 2 report.

Administration will ensure the Open Houses will capture resident's, producers and stakeholder feedback and any comments and information provided will be included as part of the final Future of Agriculture Study or in an appendix.

Notification methods:

The County will utilize several notification methods to encourage residents, producers, businesses and stakeholders to fill out the survey and attend open houses. These include:

1. County postcard: A postcard will be mailed to all County residents – postcards will be sent via unaddressed mail. The cards will inform residents to complete the survey and attend open houses.
2. Radio advertisements: Advertisements will inform listeners about the survey, and open house meetings.
3. Newspapers and Communicator advertising: Advertising in all the local papers and the County Communicator will occur before, and during the survey and will inform readers of the open houses.
4. Personal letters: Planning & Development will work with the Community Economic Diversification Department to identify potential small/medium producers, and specialty producers. These producers will be sent a formalized letter encouraging their participation and informing them of the survey and open house. In addition, letters will be sent to stakeholders informing them of the survey and open houses, encouraging their attendance and participation in phase 2 of the study.
5. Community Posters: Administration will prepare and post community posters at strategic locations to encourage resident participation in the agriculture survey. Administration may also explore the potential of signage as specific community halls to encourage survey participation and attendance at open hall meetings.