



## **Rural Initiatives/Planning Advisory Committee Meeting**

Tuesday, June 29, 2021  
1:00 P.M.  
Meeting to be held electronically.

### **Agenda**

1. Approval of Agenda
2. Approval of the Minutes from May 18, 2021
3. Disclosure of Pecuniary Interest and the General Nature Thereof
4. Official Plan Review – Public Engagement Strategy Update – Manager of Planning
5. Correspondence
6. Date of Next Meeting
7. Adjournment

# DRAFT MINUTES

## Rural Initiatives/Planning Advisory Committee Meeting

**Date:** May 18, 2021  
**Location:** Electronic Meeting  
**Time:** 1:00 P.M.

**Attendees:** *Members of the Rural Initiatives/Planning Advisory Committee*  
 Councillor Ed Ketchabaw, Chair  
 Councillor Sally Martyn  
 Councillor Dominique Giguère  
 Warden Tom Marks

*Elgin County Staff*

Chief Administrative Officer, Julie Gonyou  
 General Manager of Engineering, Planning & Enterprise, Brian Lima  
 Manager of Planning, Nancy Pasato  
 Manager of Administrative Services, Katherine Thompson  
 Legislatives Services Coordinator, Carolyn Krahn

### 1. Call to Order

The Rural Initiatives/Planning Advisory Committee met this 18<sup>th</sup> day of May, 2021.

### 2. Approval of Agenda

Moved by: Warden Marks  
 Seconded by: Councillor Giguère

Resolved that the agenda be approved as presented.

### Recorded Vote

|                              | Yes | No |
|------------------------------|-----|----|
| Warden Tom Marks             | Yes |    |
| Councillor Dominique Giguère | Yes |    |
| Councillor Sally Martyn      | Yes |    |
| Councillor Ed Ketchabaw      | Yes |    |
|                              | 4   | 0  |

- Motion Carried.

### 3. Adoption of Minutes

Moved by: Councillor Martyn

Seconded by: Councillor Giguère

Resolved that the minutes of the previous meeting be adopted.

#### Recorded Vote

|                              | Yes | No |
|------------------------------|-----|----|
| Warden Tom Marks             | Yes |    |
| Councillor Dominique Giguère | Yes |    |
| Councillor Sally Martyn      | Yes |    |
| Councillor Ed Ketchabaw      | Yes |    |
|                              | 4   | 0  |

- Motion Carried.

### 4. Disclosure of Pecuniary Interest and the General Nature Thereof

None.

### 5. Community Grant Program Request – Bayham Historical Society

The Manager of Administrative Services provided an update from the Bayham Historical Society regarding Edisonfest. The festival is generally held in early June, but the Historical Society anticipates moving the festival to September 2021 with some changes in format due to the ongoing pandemic. The Historical Society requested that their grant be applied to the new date in September.

Moved by: Warden Marks

Seconded by: Councillor Martyn

RESOLVED THAT the grant to the Bayham Historical Society for Edisonfest be extended from June to September 2021.

#### Recorded Vote

|                              | Yes | No |
|------------------------------|-----|----|
| Warden Tom Marks             | Yes |    |
| Councillor Dominique Giguère | Yes |    |
| Councillor Sally Martyn      | Yes |    |
| Councillor Ed Ketchabaw      | Yes |    |

|  |   |   |
|--|---|---|
|  | 4 | 0 |
|--|---|---|

- Motion Carried.

## 6. Official Plan Review – What We Heard Report #1

The General Manager of Engineering, Planning & Enterprise provided an update on the first Phase (Understanding the Context) of the Official Plan Review. In Phase One, staff organized a public kick-off meeting, launched an Official Plan Review webpage, sent emails to local businesses inviting them to get involved, attended local Municipal Council Meetings for all seven (7) local municipalities, developed a stakeholder discussion guide, and developed a public survey to help understand community priorities. Staff also presented the feedback received in the first phase of the Review.

Moved by: Councillor Martyn

Seconded by: Councillor Giguère

RESOLVED THAT the report from the General Manager of Engineering, Planning & Enterprise be received; and

THAT staff be directed to present the What We Heard Report #1 to County Council.

## 7. Committee Composition Update – Outreach to the Elgin Federation of Agriculture

The Manager of Planning provided an update on Committee Composition. The Manager of Planning reached out to the Elgin Federation of Agriculture to see if any of their members would be interested in serving on the Rural Initiatives and Planning Advisory Committee. They indicated that May is their busiest season and that they would not meet until June to discuss providing a candidate for the Committee

## 8. Correspondence

None.

## 9. New Business

None.

## 10. Date of Next Meeting

The Committee will meet again on Tuesday, June 22 at 1:00 p.m.

## 11. Adjournment

Moved by: Warden Marks

Seconded by: Councillor Giguère

Resolved that the meeting adjourn at 1:30 p.m.

### Recorded Vote

|                              | <b>Yes</b> | <b>No</b> |
|------------------------------|------------|-----------|
| Warden Tom Marks             | Yes        |           |
| Councillor Dominique Giguère | Yes        |           |
| Councillor Martyn            | Yes        |           |
| Councillor Ed Ketchabaw      | Yes        |           |
|                              | 4          | 0         |

- Motion Carried.



## **REPORT TO RURAL INITIATIVES AND PLANNING ADVISORY COMMITTEE**

**FROM:** Nancy Pasato, Manager of Planning  
Brian Lima, General Manager of Engineering,  
Planning, & Enterprise (EPE) / Deputy CAO

**DATE:** June 22, 2021

**SUBJECT:** Official Plan Review – Public  
Engagement Strategy Update

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### **RECOMMENDATION:**

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THAT the report titled “Official Plan Review – Public Engagement Strategy Update”, from the Manager of Planning, dated June 22, 2021 be received and filed.

### **INTRODUCTION:**

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At its meeting on March 9, 2021, the County’s Rural Initiatives and Planning Advisory Committee (RIPA) received a draft of the Official Plan Review Communications and Engagement Strategy. This document was provided to Council at its meeting on March 23, 2021.

Since the development of this Engagement Strategy, staff continues to receive public comments, survey results, and meet with stakeholders and local municipalities. All of this feedback has resulted in the need to further refine the Engagement Strategy.

### **DISCUSSION:**

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The Engagement Strategy is focused on ensuring public and stakeholder engagement is transparent, focused and accessible and will serve as a guiding document detailing the County’s approach to external engagement and includes purpose, vision and values, framework, target audiences, opportunities, outreach, and metrics.

Updates to the strategy include:

- Timeline Revisions – further refinement to dates, milestones and revised deliverables. Through the public responses, surveys responses, and stakeholder discussions, several key topics were identified. These identified topics warrant a larger review to understand the current issues, review the background and
-



history, provide a summary of what provincial and neighbouring municipality policy and /or practices exist, and provide possible recommendations for Elgin County policy changes. A full list of these discussion reports are provided in the below section.

- Additional amendments under the 'Our Engagement and Phases' headings based on a refined schedule and deliverables.

While the changes are minor they do result in a minor impact to the overall Official Plan Review timeline and deliverables.

#### *Discussion Paper # 1 - Development and Servicing Report*

The issue of development on full services vs. partial services has been raised by both the public and several member municipalities. Provincial policy requires a hierarchy of servicing solutions. Research is underway to understand how other neighbouring municipalities approach this issue. Staff hope to develop options for the Committee and County Council to consider.

RIPA Meeting: week of July 27th

Target Council: August 10th

Consultation: A virtual Open House will be held the week of August 10th and can be accessed at [www.engageelgin.ca/officialplanreview](http://www.engageelgin.ca/officialplanreview). A public survey will also be developed and released for public input that same week.

#### *Discussion Paper # 2 - Provincial Policy Statement and Ministry Directions*

The Provincial Policy Statement (PPS) is a consolidated statement of the government's policies on land use planning. It gives provincial policy direction on key land use planning issues that affect communities. The revised PPS came into effect on May 1, 2020. In accordance with Section 3 of the Planning Act, all decisions on land use planning matters made on or after that date are required to be consistent with the PPS 2020. Staff will need to review the changes from the PPS 2020, and any other Ministry documents and guidelines that have been updated or revised since the adoption of the last County OP, and incorporate them into our document. Broad policy considerations include: climate change, indigenous consultation, agriculture and on farm diversification, amongst others.

RIPA Meeting: week of July 27th





Target Council: August 10th

Consultation: A virtual Open House using the new Engage Elgin site will be scheduled the week of August 16th.

*Discussion Paper # 3 - Elgin Natural Heritage Systems Strategy and Environmental Policies*

As per Council's direction, the public will have an opportunity to review the draft Elgin Natural Heritage Systems Strategy (2019) and provide their feedback and input on the recommendations from this report. Policies on Source Water Protection, and comments from local conservation authorities will also be addressed as part of this discussion.

RIPA Meeting: week of August 30th

Target Council: September 14th

Consultation: A public meeting and/or virtual meeting (depending on COVID restrictions) will occur week of September 14<sup>th</sup>. A public survey will also be developed and released for public input that same week.

*Discussion Paper # 4 - Housing and Affordability*

The issue of housing and affordability is the most referenced issue by the public and stakeholders. A discussion report on Housing and Affordability will be completed which will look at recommendations stemming from past strategies and reports, and review current County policy, current provincial policy, development in other communities, and possible directions.

RIPA Meeting: week of September 13th

Target Council: September 28th

Consultation: A virtual Open House using the new Engage Elgin site will be scheduled the week of September 28<sup>th</sup>. A public survey will also be developed and released for public input that same week.

*Discussion Paper # 5 – Draft Population and Housing Projections, Employment and Land Needs*

The last update to the County growth forecasts was completed in 2011. Since that time, there have been a number of changes (e.g. legislation, policies, land use changes,





approved development, etc.) and updates to statistical data (e.g. 2016 Census) and other information that should be considered. As such, an update to the County's growth forecasts and associated land need analysis are required to reflect current provincial and local policies, land use, statistical data, economic, demographic and social factors/trends and other relevant considerations. This is intended to provide the County with the updated technical basis necessary for determining the adequacy of the current land supply, (including the extent to which forecasted growth can be accommodated through intensification and re-development), reviewing and establishing updated intensification targets, and determining whether there is the need to expand any of the County's settlement areas to accommodate forecasted growth, and planning for the longer-term protection of 'employment areas'. A draft report on Population and Housing Projections, Employment and Land Needs will be completed and circulated to the lower tier municipalities for feedback.

RIPA: week of October 11th

Target Council: October 26th

Consultation: Staff will set up presentations at local municipal councils after County Council. The draft recommendations will also be available on our Engage Elgin website for further public comment.

Resulting from the aforementioned anticipated discussion papers, a third 'What We Heard Report' will be targeted for Council October 12<sup>th</sup>. This report will summarize all of the comments received through the consultation process and associated with the discussion papers, and may include potential changes as a result of the comments. It is anticipated that a Draft of the Official Plan policy changes will thereafter be presented to Council at a public meeting in November, which will be advertised to allow for further public/stakeholder engagement necessary to satisfy Planning Act consultation requirements.

Dependent on the extent of comments received at the time of the public meeting, a final 'What We Heard Report' may be authored in January to summarize any proposed changes resulting from comments received. A final Official Plan amendment is anticipated to be tabled before Council for its consideration and adoption in February, 2022.



### Next Steps

Staff are finalizing the second 'What We Heard' report edition – Stakeholder Discussions, and are conducting the remaining interviews with local municipality representatives. The report will contain a summary of community stakeholders and local municipality discussions, and will recommended appropriate policy discussion papers. The report will provide updated timelines, and offer additional feedback and potential engagement opportunities.

### **FINANCIAL IMPLICATIONS:**

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Completion of the official plan review will be undertaken primarily by County staff, with some portions completed by external consultants. At this time, costs will be contained within Planning Services budgets.

### **ALIGNMENT WITH STRATEGIC PRIORITIES:**

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| <b>Serving Elgin</b>   | <b>Growing Elgin</b>  | <b>Investing in Elgin</b>   |
|--|---|---|
| <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>Ensuring alignment of current programs and services with community need.</b></li> <li><input checked="" type="checkbox"/> <b>Exploring different ways of addressing community need.</b></li> <li><input checked="" type="checkbox"/> <b>Engaging with our community and other stakeholders.</b></li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>Planning for and facilitating commercial, industrial, residential, and agricultural growth.</b></li> <li><input checked="" type="checkbox"/> <b>Fostering a healthy environment.</b></li> <li><input checked="" type="checkbox"/> <b>Enhancing quality of place.</b></li> </ul> | <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <b>Ensuring we have the necessary tools, resources, and infrastructure to deliver programs and services now and in the future.</b></li> <li><input checked="" type="checkbox"/> <b>Delivering mandated programs and services efficiently and effectively.</b></li> </ul> |

**Additional Comments:** None

### **LOCAL MUNICIPAL PARTNER IMPACT:**

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The OP review will continue to be promoted to all municipal partner staff and Councils.



## **COMMUNICATION REQUIREMENTS:**

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A copy of this report will be made available on the County's Official Plan Review webpage for the public to review, and its availability will also be communicated using the County's various social media forums.

## **CONCLUSION:**

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The proposed changes to the County's Official Plan Review Engagement Strategy help to further refine upcoming dates and set expectations for deliverables and milestones in the community. We know that a robust engagement process will result in a stronger, more relevant Official Plan. Additional reports presented at key intervals aims to further keep the community engaged and involved.

All of which is Respectfully Submitted

Approved for Submission

Nancy Pasato  
Manager of Planning

Julie Gonyou  
Chief Administrative Officer

Brian Lima, General Manager of  
Engineering, Planning, & Enterprise  
(EPE) / Deputy CAO



OFFICIAL PLAN 5-YEAR REVIEW

# PUBLIC ENGAGEMENT STRATEGY

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2021



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**Have Your Say!**

[www.elgincounty.ca/officialplanreview/](http://www.elgincounty.ca/officialplanreview/)

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Call: 519-631-1460 ext. 183

Email: [opreview@elgin.ca](mailto:opreview@elgin.ca)

Accessible format available upon request 519-631-1460

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# EXTERNAL COMMUNICATIONS & ENGAGEMENT



A robust public engagement process will result in a stronger, more relevant Official Plan. The Communications and Engagement Strategy (“Strategy”) will aim to make the most of stakeholder’s and citizen’s problem-solving potential, build community and create advocates for the Official Plan.

The Strategy is focused on ensuring public engagement is transparent, focused and accessible and will serve as a guiding document detailing the County’s approach to external public engagement and includes:

- Background
  - Purpose
  - Our Vision and Promise
  - Our Process
  - Opportunities
  - Framework
  - Target Audience(s)
  - Outreach and Communication Tactics
  - Performance Metrics
-

- The County of Elgin adopted the current Official Plan (OP) in 2013. The Planning Act (Section 26) requires every municipality to update its Official Plan every five (5) years. Plans must have regard for matters of provincial interest and ensure consistency with the Provincial Policy Statement (PPS).
- The extent of engagement and participation at various open houses and meetings held during the Official Plan process in 2013 is unknown. The effectiveness of governance and committee support structures in place are also unknown and metrics/measures established upon which to assess the overall success of the engagement process held at the time the Official Plan was approved are not available. A new Strategy has been developed that builds on the County's recent public engagement initiatives.
- The purpose of an Official Plan Review is to: ensure it reflects the changing needs, opportunities and aspirations of the County; that changes to community vision/values, directions, policies and actions are reflected in the Official Plan; position the County for its next phase of growth until 2046; incorporate new provincial legislation and regulations (such as the new 2020 Provincial Policy Statement; and implement new policy initiatives and plans (such as the Elgin Natural Heritage Study).
- The County of Elgin is not developing a new Official Plan, we are reviewing the existing Official Plan to determine where updates need to be made.
- The County's Official Plan policies address important parts of community-building that affect everyone who lives and works in Elgin County, including agriculture, transportation, housing, culture and heritage, the environment and the economy. The various projects in the Official Plan Review program must be coordinated with evolving Provincial legislation and policies.

## **Elgin County's Official Plan:**

- Makes the public aware of the County's general land use planning principles and policies;
  - Ensures growth is coordinated and meets our community's needs;
  - Helps the community understand how their land may be used now and in the future;
  - Helps decide where development will occur, and where roads and other services will be built;
  - Provides a framework to local municipalities in the preparation of their updated local Official Plans, Official Plan Amendments and Zoning By-laws;
  - Provides a way to prioritize conflicting land use principles while meeting local, regional and provincial interests; and,
  - Demonstrates Council's commitment to future growth of Elgin County.
-

The County is reviewing the current Official Plan to ensure it reflects the changing needs, opportunities and aspirations of our County. The review process will:

- Position the County for its next phase of growth until 2046 (time horizon based on 25 years);
- Incorporate new provincial legislation and regulations;
- Provides the policy framework for Local Municipal Partners;
- Implement new policy initiatives and plans (e.g. Transportation Master Plan, Elgin Natural Heritage Systems Study, Emergency Services Master Plan, St. Thomas-Elgin Affordable and Social Housing Strategy);
- Consider new trends, ideas and policy implications; and,
- Engage with the community and consider community and stakeholder feedback when revising policies, developing new policies and amending the Official Plan.

A significant part of an Official Plan Review is to engage in considerable public and stakeholder consultations regarding the current Official Plan and any proposed changes.

## COORDINATION WITH OTHER PROJECTS

There are active projects relating to Elgin County's Official Plan. They include:

- Transportation Master Plan
- Elgin Natural Heritage Systems Study
- St. Thomas-Elgin Affordable and Social Housing Strategy
- Emergency Medical Services Master Plan (contingent on funding)

Throughout the OP Review process, we will coordinate with these projects, when possible. This will involve the following strategies:

- Incorporating lessons learned and building on input received through recent engagement activities;
- Aligning messaging;
- Coordinating engagement activities, when appropriate;
- Distributing communication materials at related events to spread the word; and,
- Cross-promoting at events or meetings, when possible.

There may be additional opportunities to coordinate community engagement at Elgin's library branches and at events attended by Elgin's Tourism Staff this summer. This is contingent on COVID-19 conditions.

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## 01

### OP Review Launch & Preliminary Planning

- Special meeting of Council (Feb. 25, 2021)
- Introduction to Local Councils
- Launch of Survey (Feb. 25-April 15, 2021)
- Engagement Strategy Review and Adoption
- RFP for Consultant Population Projections
- **What We Heard (May 25, 2021)**

## 02

### Policy Review & Information Gathering

- Engage consultant to undertake population projections
- Engage Stakeholders and Local Municipalities
- Provide recommendations on key policy topics (discussion papers)
- Begin work on Discussion Papers
- Provincial policy conformity and map new policies where needed (ongoing throughout)
- **June – October (ongoing research)**
- **What We Heard (July 15, 2021)**

## 03

### Community Engagement

- Community outreach and information sessions on key policy discussion papers, surveys
- Written submissions (email, print)
- Advertisements, mailings, social media, etc.
- Community meetings virtually and through engagement website
- **Ongoing until Plan is approved by County Council**

## 06

### Council Review & Plan Finalization

- Council to finalize Official Plan
- Submit Official Plan to Ministry of Municipal Affairs and Housing for approval
- **December 2021 – February 2022**

## 05

### Plan Conformity

- Review feedback reviewed
- Continue to engage the public in the review if draft policies and possible OP amendments
- Check-in with Council
- Review plan conformity (provincial policy) – ongoing
- **September/October 2021**

## 04

### What We Heard

- Consolidate community and stakeholder feedback into “what we heard” reports which will be posted on the website and shared with County Council
- **What We Heard #1: May 25, 2021**
- **What We Heard #2: July 15, 2021**
- **What We Heard #3: October 1, 2021**
- **What We Heard #4: January 25, 2022**
- Other What We Heard Reports will be published on an as needed basis.

## PURPOSE

The purpose of the Official Plan Review Communications and Engagement Strategy (“Strategy”) is to be clear about the why we are engaging the community and how citizen input will be used to inform the Official Plan Review.

Our Community has told us that they want to be informed and heard. They want an open, transparent, accountable and accessible local government now, and for the future. It’s our goal to build a community in which the public is engaged and active in decision making about local issues and where it’s possible for anyone to join the conversation.

Our engaged County brings people together for conversations to address issues that impact them most, to solve shared problems, and to bring about positive social change. It involves people in the decision-making process, and encourages two-way dialogue with the County and helps us to make decisions that are more informed and reflective of our community’s concerns and values.

Other benefits of engaging our community in decisions include:

- Fostering trust between the County and its citizens;
- Enabling more input from diverse audiences to be considered in key decisions;
- Increasing citizens’ sense of civic responsibility and understanding of issues; and
- Reducing conflict and looking for common ground.

# OUR TIMELINES

Elgin County is continually working to improve the ways in which citizens can participate in the decisions that impact them most.



Our Vision:

- For citizens to have a meaningful role in the decisions that impact the quality of their life, specifically as it relates to the Official Plan Review.

## OUR PROMISE

Our Promise:

- To provide meaningful opportunities for citizens to participate in key issues and policy review; Encourage two-way dialogue with the community;
- Make it as easy as possible for anyone to join the conversation; and,
- Listen and report back to our community about the outcomes of the process.

## OUR FRAMEWORK

### Our Framework

|                              | Inform   | Consult   | Collaborate   | Entrust   |
|------------------------------|--|---|---|---|
| <b>Promise to the Public</b> | We will keep you informed by providing information that is timely, accurate, balanced, easily understood and accessible.                                 | We will inform you, listen to you, acknowledge your concerns, and provide feedback on how public input influenced the decision. | We will look to you for direct advice and innovation in formulating solutions, and incorporate your advice and recommendations into the decisions to the maximum extent possible. | We will work with you to reach a final decision and implement what you decide, to the extent that is possible within the constraints of provincial legislation. |
| <b>What it means</b>         | To provide the public with balanced and objective information in plain language to assist them in understanding the problem, alternatives, or solutions. | To obtain public input into priorities or decisions through a publicly available process.                                       | To partner with the public in various aspects of the planning and decision-making process including the development of alternatives and identification of the preferred solution. | To address the needs of the public.   |
| <b>What it looks like</b>    | Announcement of engagement opportunities, policy changes or other decisions of Council that impact citizens.   | Seeking input on our Official Plan for the future, including policy reviews.  | Working with established stakeholder groups, engaging our Local Municipal Partners, and providing opportunities for citizens to participate in the process.                       | Responding to citizen requests for enhanced feedback/engagement opportunities.  |
| <b>Tools and Techniques</b>  | Public Notices<br>Website<br>Social Media  | Online and paper survey<br>Public meetings and open houses<br>Focus Groups/Interviews   | Workshops<br>Focus Groups   | Promoting opportunities for engagement.   |

These principles will anchor our actions and thinking as we engage with the public and stakeholders:

- Inclusive
- Accountable and transparent
- Built on partnerships
- Timely communication
- Supported and resourced
- Evaluate and improve

## **Inclusive:**

We will design and deliver engagement processes that foster respect for diverse values, interests, knowledge and challenges of our citizens and which allow everyone a reasonable opportunity to participate, contribute and develop a balanced perspective. We will utilize plain language.

## **Accountable and transparent:**

We will be clear about the reasons why citizens are being involved, their role, the level of engagement required and we will report back to our community about the outcome of the process.

## **Built on partnerships:**

We will work with community partners, individuals, groups and organizations to increase our reach and seek mutually beneficial outcomes.

## **Timely communication:**

We will provide information that is timely, accurate, balanced, easily understood and accessible and we will involve our citizens early in the process so that they have time to learn about the issue and actively participate.

## **Supported and resourced:**

We will allocate sufficient staff and financial resources to implement and evaluate our community engagement initiatives.

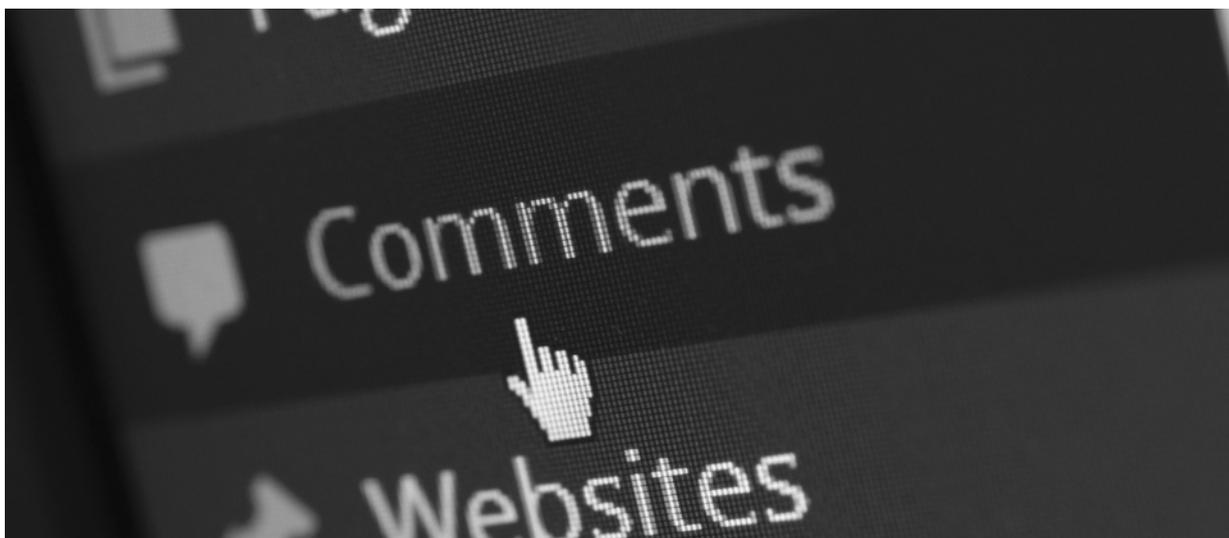
## **Evaluate and improve:**

We will review and adjust our community engagement initiatives, measure outcomes and look for ways to continuously improve on our efforts.

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## OUR GOALS

- Meet and exceed statutory requirements for citizen engagement;
- Effectively communicate the Official Plan Review process and scope to the general public and stakeholders, ensuring communications and engagement efforts are as wide-reaching as possible and are accessible in format and content (plain language);
- Educate the public about the Official Plan (what it is, what the potential is, what is the impact, frequently asked questions, etc.) and tailor these messages according to the audience;
- Engage the public to collect as much meaningful feedback regarding the Official Plan Review as possible;
- Ensure that as many members of the general public and stakeholders are informed about the review and consultation process through formal and informal means;
- Providing some “food for thought and points for consideration by the public” to aid in engagement efforts and education; and
- Ensure that underrepresented voices have a meaningful opportunity to participate in consultations.





## OUR ACTIONS

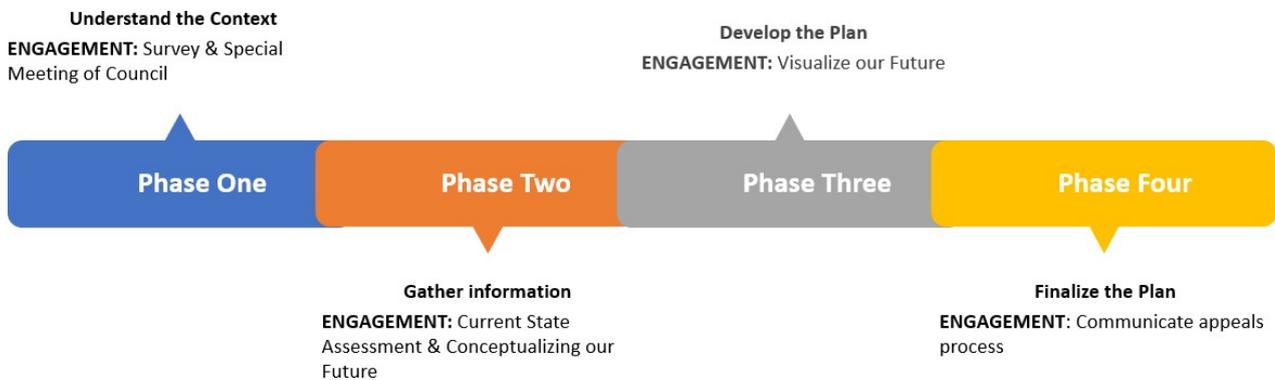
- Use community feedback to aid in our understanding of the strengths, weaknesses, gaps, issues and opportunities in the current Official Plan to determine scope of changes and priorities for improvements to the Official Plan;
- Creatively engage and communicate with a wide range of stakeholders, including residents, communities of interest, workers, organizations, and more;
- Provide opportunities throughout the Official Plan Review for participants to provide meaningful, appropriate and actionable input that will be used to inform updates to the Official Plan;
- Implement an engagement process that is open, transparent and respectful;
- Provide opportunities for involvement that are convenient and accessible and opportunities to engage communities of interest and under-represented communities that are harder to reach;
- Clearly communicate the Official Plan Review goals, what the engagement process can and cannot influence, and how public input was used to shape the Official Plan;
- Combine engagement events and conversations with other projects, when possible;
- Implement innovative communication and engagement tactics, when possible; and
- Understand the needs of the community and stakeholders.



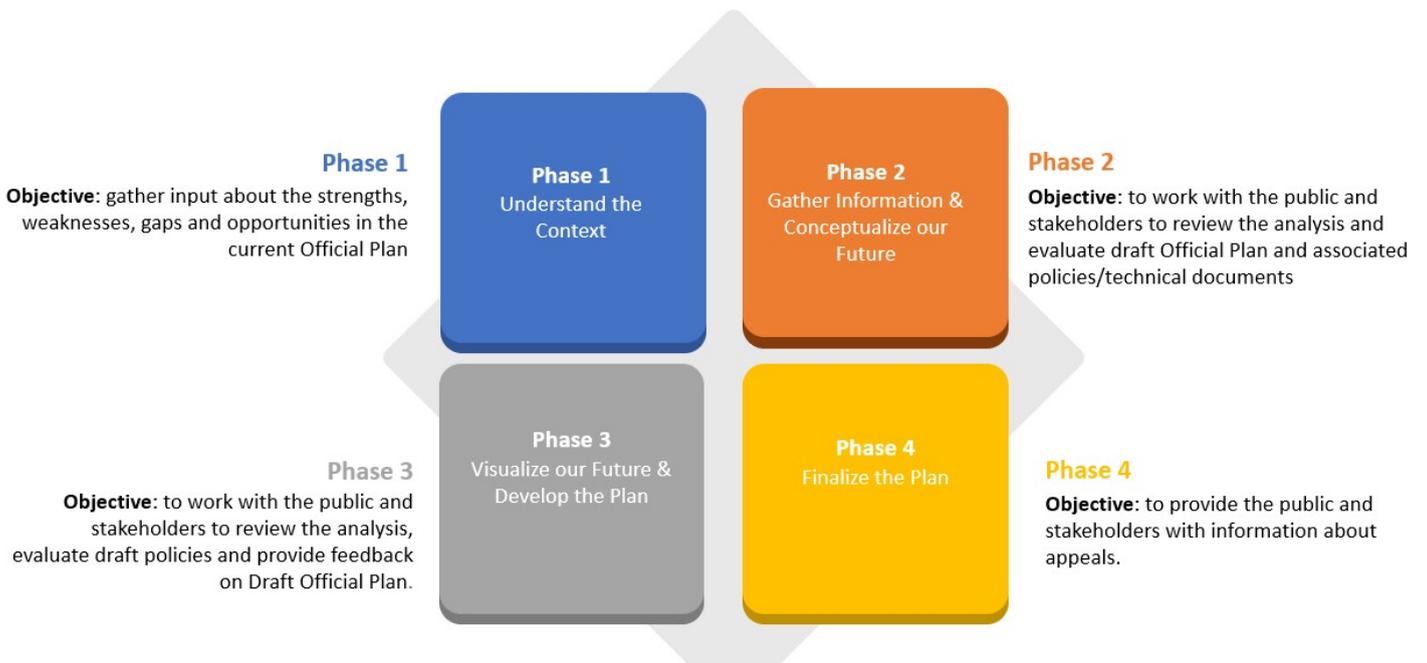
Effective engagement begins with considering the needs of different audiences and the engagement and communications tactics most appropriate for each group. The audience analysis ensures that the Official Plan Review process offers the variety required to generate broad interest and feedback. Different groups will be engaged at various times throughout the Official Plan Review Process.

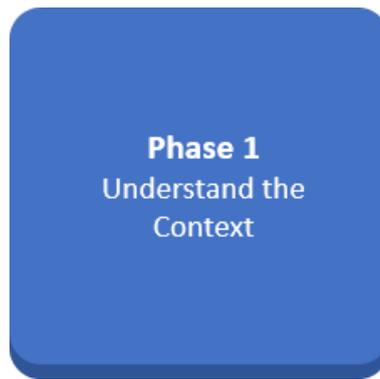
| Audience                                   | Audience Composition   |
|--|--|
| Residents                                  | General Public, Home owners, Renters, Seasonal   |
| Workers                                    | People who work in the County  |
| Visitors                                   | Tourists, locals attending an event, other.  |
| Businesses, Organizations and Institutions | Businesses, Service Clubs, Industry, developers, landowners, agri-business/farmers, other.                                 |
| Communities of Interest                    | Lower-income groups, seniors, at-risk populations, people with disabilities, youth, parents, ecology organizations, other. |
| Stakeholders                               | Identified and self-identified groups  |

# OUR ENGAGEMENT PROCESS



# OUR OBJECTIVES





## Information to Present:

- Current Official Plan
- Introductory Video

## Questions to Ask:

- What are the strengths of the current Official Plan?
- What are the weaknesses of the current Official Plan?
- What are the gaps in policy? What are the opportunities to improve the current

## Official Plan?

- What is your vision for the Official Plan?
- Survey questions

## How will input be used?

- The input will define the current state of Elgin County and will highlight areas for improvement that the Plan needs to address:
- Strengths to maintain and enhance
- Gaps to fill
- Weaknesses to improve
- Opportunities to realize
- The feedback will also inform policy work or adjustments to existing policies

## Deliverables?

- Feedback received through the Special Meeting of Council held on February 25, 2021
  - Online survey
  - “What We Heard” engagement summary report #1 & #2
-



## Information to Present:

- “What We Heard” engagement summary report #1 & #2 (gathered in Phase 1 and includes survey results)
- Suggestions for policy revisions and recommendations for discussion papers

## Questions to Ask:

- Have we missed anything?
- Review the suggested framework, policy updates (includes new and revisions), have we missed anything?

## How will input be used?

- The input will be used to refine the analysis and revise the draft Official Plan
- The input will inform the draft Official Plan and associated policy updates/technical background documents

## Deliverables?

- Engagement materials
  - Online survey #2 and #3 (related to discussion papers)
  - “What We Heard” engagement summary report #3 – feedback from Discussion Papers
  - Public Meeting regarding Elgin Natural Heritage Systems Study (August 2021)
  - Public Meeting regarding Population Projection Study (October 2021)
-



## Information to Present:

- The draft Official Plan and associated policies/technical background documents
- “What We Heard” engagement summary report #4 – responses to draft Official Plan policy

## Questions to Ask:

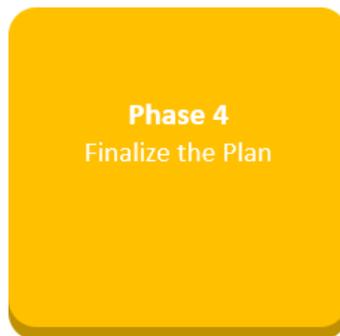
- Present all changes according to priority and in accordance with legislation
- Ask people their level of agreement for the direction of the Official Plan and to comment if they feel anything is missed or should be changed.

## How will input be used?

- This will inform the final revisions to the Plan before presentation to Council for approval.

## Deliverables?

- Virtual and/or open houses to review Draft Official Plan policy
  - Public Meeting at Council on Draft Official Plan Amendments (December 2021)
  - “What We Heard” engagement summary report #4 - responses to Draft Official Plan policy
-



## Information to Present:

- Final report with proposed amendments for adoption to Council

## Deliverables?

- Public Meeting Final Official Plan Adoption (March 2022)
- Information about how to escalate concerns related to the Final Official Plan (to the Ministry)

## BETWEEN ACTIVE ENGAGEMENT PERIODS

To maintain interest and supplement the feedback acquired during the engagement periods, the following communication tactics will be considered:

## Goals:

- Maintain momentum
- Provide updates on OP Review progress and “What We Heard” from previous engagement periods

## Information to Present:

- Interesting facts, educational materials, promotional materials
  - “What We Heard” engagement summaries (#1-#4)
  - Progress Updates
  - Display and information material
-

## Key Messages

Key messages are the core of every communications and engagement strategy. Key messages will help start and support a conversation with the key audience and help create clarity and focus, while directing cohesive communications across all platforms.

OP Review messaging will include the following:

- Key Definitions
  - The Importance of the Official Plan / Why you want to provide feedback and participate in the process / How the Official Plan is used
  - Conversation starters “things to consider”
  - OP Review scope
  - OP Review timeline
  - How people can become engaged - Get Involved / “Have Your Say”
  - Let us know what you think!
  - Go online:
  - Email us:
  - Visit us during our engagement events
  - Messaging will include information pertaining to when and how, for example “attend the open house on X to share your thoughts” or “tell us what you think about X through this survey”.
  - Why Participate? This is your opportunity to share your vision for the future of Elgin County. Help shape the future of Elgin County.
  - How input will be used to inform the Official Plan, policies and technical documents that will be reviewed by Council
-

## OUR PLAN - KEY MESSAGES

### “Have Your Say!”

#### Sample Key Messages

**We all have a stake in the future of Elgin County**

Public feedback is essential to this process. It is valued and needed. Thank you for your help!

**Official Plans shape the way a community will look over time**

Your feedback is critical to ensuring the updated Official Plan will serve the community well now and for years to come.

**What are your priorities for our future?**

Let us know your ideas for a refreshed Official Plan vision and updated priorities for land use and growth for our future County?

**Other?**

TBD

**Survey is now closed.**

We still want to hear from you! (email, call, website)



## OUR PLAN - COMMUNICATIONS

### Communications

To reach out to as many people as possible, the Planning team will communicate regularly and effectively throughout each stage of the Official Plan Review. This includes advertising engagement opportunities, specifically online surveys and events, regular updates on the Official Plan Review status and check-ins regarding “What We Heard”.

We anticipate that this will cultivate interest and understanding about the Official Plan, why it is important and why people should provide input into the Official Plan Review. This will be done through:

- Clear messaging about opportunities for engagement and how feedback will be used through promotional material, engagement displays and “What We Heard” reporting.
- Clear communications that build awareness and excitement about the significance of the Official Plan, potential evolution of areas of focus through promotional material.
- Why Participate? This is your opportunity to share your vision for the future of Elgin County. Help shape the future of Elgin County.
- How input will be used to inform the Official Plan, policies and technical documents that will be reviewed by Council

## OUR PLAN - EVALUATION

Public engagement will be administered during engagement activities with “What We Heard” reports as the tool used to connect back with the community.

The Project Team (defined in Part II) will follow guidance from the Communications and Engagement Strategy to develop measures of success based on the following goals:

- Our community demonstrates a culture of public engagement
- Public engagement displays mutual respect and benefit
- Public engagement is inclusive and accessible
- Public engagement processes are effective
- Public engagement activities are well-managed and efficient

Broad themes of the evaluation will include:

- Overall acceptance of the engagement strategy (my voice was heard, this was a fair process)
- Awareness of the Official Plan and the Strategy objectives (I understand the information and how this impacts me)
- Inclusive and barrier-free engagement process
- Participants agree they understand how the input from the engagement activity will be used
- Participants agree they had enough information to contribute to the topic
- Relationship building between County staff, individuals and groups (engagement displayed mutual respect and benefit)

## OUR PLAN - REPORTING & METRICS

### Reporting:

“What We Heard” reports will be used to report back to Council, the public and stakeholders. These will be available to the public through the Official Plan Review website, distributed to stakeholders through regular updates (or mail, if requested), and distributed to newsletter subscribers via email.

- What We Heard #1: Deadline May 25, 2021
- What We Heard #2: Deadline July 15, 2021
- What We Heard #3: Deadline October 1, 2021
- What We Heard #4: January 4, 2022

Each “What We Heard” report will include a summary of the engagement tactics, numbers, themes, tensions and other relevant data.

# OUR PLAN - REPORTING & METRICS

## Quantitative Measures

The number of participants/responses will be recorded for the following:

- Targeted interviews/focus groups
- “Hard to Reach” events/interviews
- Public Events/Virtual Meetings
- Sounding Board responses
- Online survey responses

## Reporting

If possible, a survey will be administered at in-person engagement events and following virtual events.

Questions will include:

- Was the time/location/date of the public engagement event convenient for you?
- Was the event accessible for you?
- The purpose of the engagement opportunity was clearly explained.
- I understand how the input from this activity will be used
- I felt respected during the activity
- I felt safe during the public engagement activity
- I felt my views were heard during the public engagement activity
- This activity was well-organized
- This activity was a good use of my time
- The information was easy to understand and informative
- The event set-up was appropriate
- What did you like most about this event?
- Do you have any additional suggestions on how the County could improve future engagement events?

“Numbers” are not always the best indicator of success. Quantitative data is useful in terms of making people aware of the Official Plan Review process, but often, the best information gathered comes from conversations with individuals or small groups of individuals.

Qualitative data from small group conversations can be more meaningful and relevant.

# OUR PLAN - TACTICS

Communication tactics are about spreading the word and the engagement tactics focus on collecting feedback.

The following methods will guide our communications and engagement tactics:



## PLACE-BASED

| Place-based, If possible | Target Audience   | Engagement Tactics  | Communications Tactics  |
|--------------------------|---|---|---|
|                          | <ul style="list-style-type: none"> <li>Residents</li> <li>Workers</li> <li>Visitors</li> <li>Businesses, Organizations &amp; Institutions</li> <li>Communities of Interest</li> <li>Stakeholders</li> </ul> | <ul style="list-style-type: none"> <li>Displays</li> <li>Pop-ups</li> <li>Sounding Boards*</li> </ul> | <ul style="list-style-type: none"> <li>Displays</li> <li>Posters</li> <li>Postcards (libraries/municipal offices, community locations)</li> </ul> |

- \*Sounding Boards are group forums designed to elicit opinions about a particular matter.
- \*\* Pop-ups are short information sessions held at different locations across the County.

# STRATEGIC INTERVIEWS AND/OR PRESENTATIONS/WORKSHOPS



| Target Audience   | Engagement Tactics   | Communications Tactics   |
|---|--|--|
| <ul style="list-style-type: none"> <li>Interested Residents/Workers or Businesses/Organizations /Institutions</li> <li>Communities of Interest</li> <li>Stakeholders</li> </ul> | <ul style="list-style-type: none"> <li>Focus Groups</li> <li>Workshops</li> <li>Presentations/Feedback events</li> </ul> | <ul style="list-style-type: none"> <li>Direct contact</li> </ul> |

## ONLINE



| Target Audience  | Engagement Tactics  | Communications Tactics  |
|--|---|---|
| <ul style="list-style-type: none"> <li>Interested Residents/Workers or Businesses/Organizations/Institutions</li> <li>Communities of Interest</li> <li>Stakeholders</li> </ul> | <ul style="list-style-type: none"> <li>Online Questionnaire(s)</li> <li>Surveys</li> <li>Social Media</li> <li>Website</li> </ul> | <ul style="list-style-type: none"> <li>Website</li> <li>Email Updates</li> <li>“What We Heard” Reports</li> <li>Social Media</li> <li>Advertisements (print/online)</li> <li>News Releases</li> </ul> |

# HARD TO REACH



| Target Audience  | Engagement Tactics  | Communications Tactics   |
|--|---|--|
| <ul style="list-style-type: none"> <li>Interested Residents/Workers or Businesses/Organizations/Institutions</li> <li>Communities of Interest</li> <li>Stakeholders</li> </ul> | <ul style="list-style-type: none"> <li>Print-based surveys</li> <li>Other?</li> </ul> | <ul style="list-style-type: none"> <li>Mass mail-outs, if possible</li> <li>Postcards (with information about how to participate)</li> </ul> |

# IN-PERSON



| Target Audience  | Engagement Tactics   | Communications Tactics   |
|--|--|--|
| <ul style="list-style-type: none"> <li>Interested Residents/Workers or Businesses/Organizations/Institutions</li> <li>Communities of Interest</li> <li>Stakeholders</li> </ul> | <ul style="list-style-type: none"> <li>Focus Groups</li> <li>Workshops</li> <li>Presentations/Feedback events</li> </ul> | <ul style="list-style-type: none"> <li>Direct contact</li> </ul> |