



Working together with our community

Council-In-Committee Meeting – July 13, 2021

Subject: Growth Management Study Engagement Strategy
Report Number: CD 21-68
Division: Community Development
Department: Planning
Purpose: For Information

Executive Summary:

The purpose of this report is to present the Growth Management Study Engagement Strategy.

As presented to Council-in-Committee at its June 8, 2021 meeting through report CD 21-47, there are five overall phases of the Growth Management Study; with each new phase building on the previous one. Phase 1 identifies the completion of a project engagement strategy. This report and attached document provides the outline for the recommended engagement approach.

Community Planning staff will collaborate with Communications and Information Technology staff to ensure that up to date information and engagement materials are available to the public on the website and through social media.

Discussion:

Phase one of the Growth Management Study includes the development of an Engagement Strategy. The purpose of this report is to present the Engagement Strategy staff will utilize throughout the Growth Management Study.

There are five overall phases of the Growth Management Study; with each new phase building on the previous one. This approach applies to the public engagement, participation and consultation strategy as well.

Consultation sessions will be designed and lead by Community Planning staff in accordance with the framework of the Engagement Strategy. Feedback from the community, Committees of Council and stakeholders will be considered and built upon as the Study progresses through each phase. Due to the complexity of some review topics, there will be more detailed community engagement opportunities over a longer period of time. All communication received as part of this project will be collected and maintained in a master communication document. This document will include a listing

of all comments received, applicable contact information, and responses to those comments and any related action items.

Community Planning staff will collaborate with Communications and Information Technology staff to ensure that up to date information and engagement materials are available to the public on the website and through social media.

If required, Community Planning may retain the services of an engagement specialist to facilitate some of the larger engagement events. This would be completed in accordance with the County Purchasing and Procurement policies and practices.

The Engagement Strategy is attached as Appendix A of this report and its contents are summarized below. The Engagement Strategy provides the framework staff will utilize to ensure that engagement, public participation and community consultation is paramount to the overall process of the Growth Study.

Growth Management Study Phases



Phase 1: Project Initiation

Phase one is the project kick-off and establishes the Terms of Reference (TOR) for the overall Growth Management Study. As outlined in the TOR, an Engagement Strategy is to be developed, which is described in this report.

Phase 1 Engagement Process:

- Collaborating with Communications staff to:
 - Establish appropriate project branding;
 - Launching the project Webpage; and
 - Completing social media content.
- Preparing and circulating letters to Committees of Council, Staff Technical Community and stakeholder groups introducing the Growth Management Study and express an interest in consultation.

Phase 2A: Policy Review & Technical Reports

Phase two A (2A) of the Study includes a series of staff reports that will analyze the current state of existing policies in relation to the new Provincial policy framework as well as propose new evaluation tools for Norfolk to consider.

Staff will conduct separate engagement discussions and events for each topic, although, they will follow a similar format, which is detailed in Appendix A, and summarized below.

Phase 2A Engagement Process:

- Develop topic specific workshop/discussion plans that identify key stakeholder groups, community members and interested parties.
- In consultation with Communications staff, consultation and notification materials will be developed, including but not limited to items such as information graphics, charts, newspaper advertisements and updates to the Norfolk County website.
- Growth Management Study distribution list will be notified of all events and engagement opportunities.
- Staff will prepare a summary of the discussion and feedback which will be included in Council reports.

Phase 2B: Growth Projections

Watson & Associates have been awarded the contract to complete the Growth Projections study. A report and presentation is anticipated during the September or October 2021 Council-in-Committee meeting. A statutory public meeting will occur as required to discuss the growth projections.

Staff will utilize the report prepared by Watson & Associates to consider the future land requirements of the County. The report will form part of the content for public engagement, participation and consultation events that will occur during a later phases.

Phase 3: Opportunities & Options

During phase three of the study, planning staff will be presenting a series of reports identifying options and opportunities for Council to consider, discuss, offer feedback and provide direction.

Staff will investigate how other municipalities monitor and report growth on an annual basis in regards to residential, commercial and industrial development. It will be necessary to understand how the continued pressure for growth impacts agricultural land as well.

Phase 3 Engagement Process:

Planning Act and Provincial Policy Statement Conformity Recommendations

- Statutory Public Hearing where residents are invited to speak directly to the Public Hearing Committee; and
- In consultation with Communications, update the project webpage with the Statutory Public meeting details.

Reports seeking direction regarding Residential Growth, Employment/Commercial Land and Agricultural Land Review Study

- Develop a topic specific workshop/discussion plan.
- In consultation with Communications staff, consultation and notification materials will be developed, including but not limited to items such as information graphics, charts, newspaper advertisements, social media blasts and updates to the Norfolk County website.
- Council will be notified of the impending engagement events.
- Staff will prepare a summary of the discussion and feedback to include in the report to Council regarding the topic.

Phase 4: Preferred Direction & Recommendations

The fourth phase of the study will conclude with a preferred direction report (or reports, as necessary) that offer policy recommendations, as required, to facilitate the growth management strategy. Official Plan and Zoning By-law amendments may be required to implement the policy direction.

Phase 4 Engagement Process:

If Official Plan and Zoning By-law amendments are required to implement the new policies of the Provincial Policy Statement or as a result of the comprehensive review process, a deliverable of this phase would be to ensure that the statutory process and notice requirements are met. This includes a formal public hearing as required by the *Planning Act*.

- Statutory Public Hearing where residents are welcome to speak directly to the Public Hearing Committee; and
- In consultation with Communications, update the project webpage with the Statutory Public meeting details.

Financial Services Comments:

There are no direct financial implications within the report as presented. Financial updates will continue to be provided through additional staff reports and/or Capital Status reports.

As outlined in staff report CD 21-47 (CIC - June 8, 2021):

The Approved 2021 Capital Plan has an allocation of \$150,000 for the Growth Management Study which contains \$35,000 for consulting services, and \$115,000 for staff salaries. This project is fully funded through the General Government Development Charges Reserve Fund.

Interdepartmental Implications:

Planning will be working closely with Communications regarding the development of the website and notifications sent through social media. Communications has reviewed the Engagement Strategy and are supportive of the contents and excited to be working with Planning to ensure that Norfolk residents and the broader community are aware of events throughout the process.

The Technical Staff Team will have an opportunity to provide feedback throughout the study and any interdepartmental implications can be discussed. Planning staff will be working collaboratively with Communications and IT staff to ensure the website and information materials are designed in accordance with Corporate policies and are up to date.

Consultation(s):

To be conducted throughout the five phases of the project as described in Appendix A.

Strategic Plan Linkage:

This report aligns with the 2019-2022 Council Strategic Priority "Foster Vibrant, Creative Communities".

Explanation:

The study will identify future population projections and land requirements for the County which will help identify if urban boundary expansions are necessary to accommodate a mix of housing options and economic development.

Conclusion:

In conclusion, if the Engagement Strategy (attached as Appendix A) is accepted by Council, staff will initiate the work required. The Engagement Strategy will be an

essential tool utilized by staff to ensure meaningful consultation occurs throughout each phase of the project and that statutory notification requirements are met.

Recommendation(s):

THAT staff report CS 21-68 be received as information.

Attachment(s):

Appendix A – Growth Management Study Engagement Strategy

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