

# Staff Report



**To** Council

**Department** Economic Growth and Community Development Services Department

**Meeting Date** Regular Council - 26 Apr 2021

**Subject** Amherstview West Secondary Plan - Public Engagement Program Strategy

**Report Number** SR- 1713

## Recommendation

That the report from the Development Services Division, dated April 26/21 re: Amherstview West Secondary Plan - Public Engagement Program Strategy, be received and that Council adopt the proposed public engagement strategy.

## Executive Summary:

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### Purpose of Report

The purpose of this staff report is to update Council on the public engagement strategy for the Amherstview West Secondary Plan. Consultation required as part of the Municipal Class Environmental Assessment Engagement (MCEA) process will be fully integrated with the Secondary Plan engagement process.

### Report Highlights

Consultation required as part of the Municipal Class Environmental Assessment Engagement (MCEA) process will be fully integrated with the Secondary Plan engagement process. The recommended notification process outlined for the secondary plan is consistent for both projects.

As a result of provincial and municipal restrictions due to COVID-19, WSP has proposed meetings with Township Staff, the Coordination Committee and Technical Advisory Committee, and Council through video conference calls, and online public engagement activities, including Statutory Public Meetings, throughout the Secondary

Plan and MCEA process. Should these restrictions be lifted, WSP has also proposed in-person options for public engagement activities, which will allow the Project Team to be nimble in their community engagement approach.

## Financial Implications

Any expenses related to public engagement are within an approved project budget.

## Report Details:

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### Background and Analysis

Loyalist Township has retained WSP to conduct a Secondary Plan and Municipal Class Environmental Assessment for Amherstview West. This integrated project will provide a roadmap for future development, including the requirements for developing new infrastructure in support of the population growth forecasts for the Township.

WSP recently submitted its Public Engagement Program Strategy. The attached document highlights the proposed approach, methods, and specific tools to undertake community, and Indigenous engagement as part of preparing the Amherstview West Secondary Plan for Loyalist Township.

It should be noted that the Secondary Plan is being developed concurrently with the Township's Infrastructure Master Plan. Council received a report (SR- 1679) at its April 12/21 meeting which outlined the various public Notifications for Infrastructure Masterplan. The notification process outlined in that report is also consistent with the notifications being recommended for the Secondary Plan.

The proposed public engagement program will undergo 5 phases:

Phase 1 (February to May 2021) includes a visioning workshop, community survey and notice of study commencement. In this Phase, WSP will complete background studies and prepare an analysis report. Phase 1 is currently underway.

Phase 2 is the Public Engagement Program itself and will be ongoing for the duration of the Project.

Phase 3 (May to August 2021) involves the first public open house. During this phase WSP will develop land use concept plan options and select a preferred land use concept plan option.

Phase 4 (August to December 2021) captures the second public open house. During this phase WSP will prepare urban design standards, a draft secondary plan and a related Official Plan Amendment.

Phase 5 (January to April 2022) involves the third public open house, statutory public meetings and the notice of completion. During this phase, WSP will prepare a draft Official Plan and Zoning By-Law Amendment, finalize the draft Secondary Plan, and bring both before Council for a decision.

### Indigenous Engagement

In order to meet the Township's "duty to consult" responsibilities for engaging with Indigenous communities with potential interests in the Secondary Plan study area early in the project process. WSP will lead the Indigenous engagement and conduct outreach to the Alderville First Nation, Mohawks of the Bay of Quinte, and Métis Nation of Ontario to inform them of the project initiation and seek their input on whether and how they would like to be engaged.

### Community Engagement Best Practices

For the preparation of this Public Engagement Program Strategy, WSP has reviewed their best practices, engagement tools, and techniques which are relevant to the Amherstview West Secondary Plan and have identified the following in support of this Strategy.

WSP proposes that the level of community impact for the Secondary Plan project is categorized as "Level 4: Involving, Consulting and/or Collaborating with Township-wide." A Level 4 Community Impact is characterized as having:

- High or moderate amount of potential risk or real/perceived impact across the Township;
- High levels of impact or alteration to policy, procedure, facilities or services that are perceived as high value to the Township, such as, strategic planning undertaken by Council;
- Any possibility to alter or affect health, safety, well-being, or private enjoyment of property;
- Any possibility for high levels of public interest across the Township;
- Any possibility to require the involvement of provincial or federal government; and
- Project success is reliant in a significant degree to public buy-in.

Tools and techniques for both online and in-person engagement described are categorized by Type of Engagement, which includes: Inform, Consult, Involve, Collaborate, and Empower. For a Level 4 project, WSP proposes to utilize the following online tools and techniques in this Strategy:

- Community Publications (e.g. Notices can be forwarded for inclusion in resident association newsletters (Inform));
- Email (Inform, Consult);
- Social media, including: Facebook, Twitter, YouTube (Inform, Consult);
- News Releases (Inform);
- Online Public Forum (Consult) (e.g. Zoom video conference meetings);
- Survey (Consult);
- TV & Radio (Inform); and
- Website / FAQs (Inform).

Potential in-person tools and techniques that WSP proposes to employ throughout the Public Engagement Program, depending on COVID-19 protocols, include:

- Advisory Group Committees (i.e. proposed project Coordination Committee and Technical Advisory Committee)
- Community Groups (Inform, Consult);
- Open Houses (Consult);
- Posters (Inform);
- Presentations (Inform);
- Public Hearings (Involve, Collaborate) (i.e. Statutory Public Meeting); and
- Workshops (Involve Collaborate) (i.e. Visioning Workshop).

Due to the current COVID-19 pandemic, the in-person activities listed above will take place in an online format until government health restrictions are lifted. More detailed information on how WSP proposes to employ these tools and techniques as part of the Strategy are provided in the following sections.

#### Coordination Committee and Technical Advisory Committee

The project will involve the establishment of two Committees by the Township to help guide and inform the Secondary Plan and MCEA process:

1. A Technical Advisory Committee (TAC) comprised of Township representatives from relevant department/divisions (e.g. Planning, Engineering, and GIS Divisions of the Economic Growth and Community Development Services (some of which are also involved with the Infrastructure Master Plan) Community and Social Services, Business Services, Emergency Services, and Recreation Departments), and external agency representatives from the County of Lennox and Addington, Cataraqui Region Conservation Authority, the Ministry of Transportation; and
2. A Coordination Committee (CC) comprised of landowners/developers, local groups, ratepayers/public, and Councillors.

The Township will be responsible for identifying and coordinating the membership of both Committees, establishing a Chair, and the creation of Terms of Reference for each Committee.

A list of local groups that could be potentially represented at the Coordination Committee are listed below:

- Rideau Waterway Land Trust
- Parrott's Bay Conservation Area
- Friends of Wilton Creek Watershed
- Residents' Associations, including:
  - Harewood Residents' Association (HRA)
  - Wilton Community Association
  - Loyalist Country Club Residents Association
  - Limestone District School Board
  - Algonquin & Lakeshore District Catholic School Board

The TAC will be engaged to provide background information, identify key issues to be considered, review major deliverables and reports, and provide technical input and analysis at key project milestones. WSP recommends that TAC meetings for technical review should be held prior to CC meetings. Teleconference meetings are proposed to obtain feedback from TAC members following circulation of deliverables and reports for their review.

Presentations via teleconference meetings are proposed to the CC at the various project milestones, to present project progress and draft deliverables, and to obtain feedback.

Both Committees will also be encouraged to participate in public engagement activities. Where WSP requests written comments from both TAC and CC on major deliverables and reports, WSP will provide a comment tracker template to be used by the Township to consolidate all Committee comments.

### COVID-19 Restrictions

As a result of provincial and municipal restrictions due to COVID-19, WSP has proposed meetings with Township Staff, the Coordination Committee and Technical Advisory Committee, and Council through video conference calls, and online public engagement activities, including Statutory Public Meetings, throughout the Secondary Plan and MCEA process. Should these restrictions be lifted, WSP has also proposed in-person options for public engagement activities, which will allow the Project Team to be nimble in their community engagement approach.

### Project Branding and Awareness

WSP proposes to establish a consistent and easily recognizable project logo for the Secondary Plan project which would be carried forward throughout all engagement events, the Township's website materials, and the Secondary Plan project documents. The logo would be used in conjunction with the official Loyalist logo. The project brand and logo will attract attention and contribute to building awareness of the projects throughout the Township. The preparation of major deliverables will be consistent with the colours, fonts, and formatting chosen for project branding, subject to Township approval.



## **Amherstview West Secondary Plan**

Project Webpage and Social Media, Email, and Mailing List

The Township will encourage project awareness of the Secondary Plan project through the Township's website and existing social media platforms (i.e. Facebook, Twitter, and

Instagram) to advertise all community engagement activities and public meetings, as well as key milestones and the available project documents.

A project webpage hosted on the Township's website was launched shortly after project initiation (<https://www.loyalist.ca/en/business-and-development/amherstview-west-secondary-plan.aspx>), and will be used to:

- Allow members of the public to sign up for email notifications of project updates and next steps;
- Advertise all community engagement activities and post meeting notices;
- Provide draft and final background documents and the draft and final versions of the Secondary Plan and MCEA documentation and OPA/ZBLA in a digital format for public review; and
- Host online engagement tools such as online surveys.

The Township has established a dedicated project email where written comments can be submitted. The project email address is: [secondaryplan@loyalist.ca](mailto:secondaryplan@loyalist.ca) and has been made public on the Township project webpage.

WSP will work with the Township to develop webpage content and regular updates at key project milestones, including Frequently Asked Questions (FAQs).

### Project Notices

Public engagement events, including Statutory Public Meetings, will also be advertised by the Township and will include local print and online news outlets, including the Napanee Beaver, Kingston This Week and Kingston Whig Standard, mailout flyers (e.g. with tax bills), notices in community or place of worship bulletins and at key community facilities (libraries, post offices). WSP will assist the Township in preparing the notice materials, ensuring that notices are developed in accordance with Planning Act and MCEA requirements, and in an accessible and age-friendly manner with simple language, clear headings, large type face, and high contrast.

Notices of the Visioning Workshop and Public Open Houses would generally be published and transmitted electronically two (2) weeks in advance, with detailed instructions on how to register and participate virtually, as required. Notices for Statutory Public Meetings would be published at least 20 days in advance, in accordance with Planning Act requirements.

### Visioning Workshop

As part of Phase 2 following the completion of background studies, WSP will undertake an online Visioning Workshop. The Workshop will consist of an online video conference meeting (i.e. Using Zoom), to which the public and local business owners would RSVP to confirm their attendance. A presentation would be delivered by WSP to introduce the

Secondary Plan and Municipal Class Environmental Assessment project to the community and present key considerations from the background studies in Phase 1.

The key outcome of the Visioning workshop will be to obtain input into the development of a new community vision, goals, and objectives for the Secondary Plan, and obtain feedback with respect to existing issues and Secondary Plan policy considerations. These may include land use and potential density of development, locations of future commercial, residential, and mixed-use development, urban design considerations (e.g. desired built form, architectural character, streetscaping), connectivity and active transportation, parkland and open space, natural heritage, waterfront development, and servicing constraints and opportunities. To obtain this input, the following activities are proposed as part of the workshop; the digital platform to be used will be confirmed with the Township:

- Activity #1 – Vision Word Cloud  
WSP will ask participants what words they would select to represent the future Amherstview West community 25 years from now. These words will be used to generate a Word Cloud image to identify the most prevalent concepts, which will later be used to develop a vision statement for the community as part of the Draft Secondary Plan.
- Activity #2 – Breakout Rooms  
WSP will divide participants into Breakout Rooms for a facilitated discussion related to land use themes, such as Housing, Community Amenities, Natural Environment, Urban Design, and Transportation. Participants in each Breakout Room would be led through a series of brainstorming activities to establish goals for the growth and development of Amherstview West related to the specific land use theme. For example, what are the desired outcomes of the community? How would a specific goal be achieved? At the time of RSVP for the workshop, participants would be asked to identify their top land use themes of interest, which would be used to assign participants to a Breakout Room in advance of the workshop. Following these discussions, the facilitator would report back to the entire workshop group to share what was heard.

### Survey

For those members of the public who are unable to participate in the online Visioning Workshop, an online Community Survey, administered through Survey Monkey and made available to the public through the Township's website, will be used to obtain feedback. Notice of the online Visioning Workshop and online survey will be provided two weeks in advance.

Hard copies of the survey will also be made available for those participants unable to complete the survey online. These could either be mailed directly to residents or distributed by Township staff to the following key locations for those residents without access to a computer or the internet:



- Township Municipal Office (Odessa);
- Royal Canadian Legion (Bath Branch 623);
- Community / Recreation Halls (W.J. Henderson Recreation Centre, Leisure & Activity Centre);
- Public libraries (Amherstview, Bath);
- Post offices; and
- Seniors' residences.

Hard copies of the survey can either be dropped off at no-cost to Township offices in Odessa, W.J. Henderson Recreation Centre, and Leisure & Activity Centre; mailed in to the Township office; scanned and sent in by email to the dedicated project email address; or picked up by Township staff following the completion deadline for the survey.

#### Notice of Adoption / Notice of Completion

Following Council adoption of the Secondary Plan and OPA, a Notice of Adoption will be published, including notice of the 20-day appeal period under the Planning Act. In conjunction with the Notice of Adoption, a Notice of Completion of the Municipal Class Environmental Assessment (MCEA) process will be published in local newspapers and sent to the study contact list. At this time the public will be invited to review project MCEA documentation for a 30-day review period. During the 30-day public review period, comments and questions may be submitted to the project team for consideration. The Notice of Completion will indicate where project documentation can be reviewed and how to submit comments.

#### Public Open Houses and Public Meetings

Following the online Visioning Workshop and survey, WSP will engage the community several times throughout the project to gain the community input that will be foundational to the selection of a preferred land use concept plan option for the Secondary Plan, the development of Secondary Plan policies and urban design standards that speak to the local needs and context in Amherstview West, and fulfilling the statutory requirements of the Planning Act and the Municipal Class Environmental Assessment.

Public Open Houses and a Statutory Public Meeting will be undertaken throughout the Secondary Plan process, as follows:

- Public Open House #1 – to be held following the Visioning Workshop and Community Survey and the preparation of the Draft Background Analysis Report to present the results of the exercises, a draft Vision statement, goals and objectives, and to summarize feedback received from the community with respect to the issues identified. Problem and opportunity statements as part of MCEA Phase 1 will be presented.

- Public Open House #2 – to be held following the preparation of the Land Use Concept Plan Options to obtain public input on the selection of the Preferred Land Use Concept Plan Option. Development and evaluation of “Alternative Solutions” for required infrastructure improvements (MCEA Phase 2) will be presented.
- Public Open House #3 - to be held in accordance with Section 17(16) of the Planning Act following the preparation of the Draft Secondary Plan and Urban Design Standards to present the document and revisions obtained at the Public Open House #2 and obtain public input on proposed key policy options. The findings of the Environmental Impact Assessment and development and evaluation of “Alternative Designs” required for any Schedule C projects (MCEA Phase 3) will be presented.
- Statutory Public Meeting – to be held in accordance with Section 17.15(d) of the Planning Act to allow the public an opportunity to make submissions on the proposed Secondary Plan / Official Plan Amendment (OPA) / Zoning By-law Amendment (ZBLA), prior to Council adoption.

Online Public Open Houses would generally consist of a pre-recorded video presentation and display boards, or presentation at an interactive video conference meeting. Participants would be asked to listen to the presentation, review supporting materials, and submit their written comments using a comment form or online survey. If in-person, the Public Open Houses would include a presentation and question and answer period, followed by an opportunity to view display materials and speak to Township staff and members of the project team.

WSP will have all meeting and event materials prepared to ensure there is sufficient time for the Township to review and approve the materials. Following meetings and events, all materials will be made available on the Township project webpage.

### Managing Comments

It is anticipated that a large volume of comments will be received from the public throughout the project process. As confirmed at the Project Start-up Meeting, Township staff will manage a detailed table of comments received from members of the public, external agencies, interest groups and others. It will be important to maintain a record of all comments received, and demonstrate how comments have been addressed in the Secondary Plan and in the MCEA documentation, if applicable.

Township staff will collect written comments and forward them to the consulting team, as applicable. WSP will work with the Township to respond to comments received, as required. Township staff will be responsible for soliciting detailed comments from the County, Coordination Committee, Technical Advisory Committee, and other commenting agencies, when necessary.

### Individual Property Owner Consultation

The Township will need to contact individual property owners to advise them of proposed field work in close proximity to their properties, as well as of proposed major changes in land use designations affecting their properties. WSP and the Township has prepared two (2) template letters to be circulated to individual property owners residing within the Study Area, as well as residents and businesses beyond the Study Area. The Township shall be responsible for the preparation of the distribution list and circulation of these letters.

### Township Involvement

The Secondary Plan will be a significant initiative for the Township, with the involvement of staff assigned to this project, as well as other Township staff. Specifically, Township involvement will include the following items:

- Day-to-day liaison between the public, Council, the County, and external agencies, as required;
- Establishing and coordinating with the Coordination and Technical Advisory Committees for review of deliverables and meeting organization;
- Attendance at meetings with the Coordination and Technical Advisory Committees;
- Tracking and responding to comments received from the public, with input from WSP;
- Providing background documents and mapping, input, and assistance regarding technical issues;
- Review of background studies;
- Review of WSP reports and recommendations;
- Coordination of public consultation notices and logistics;
- Advertising and circulating / reviewing notices for community engagement events;
- Booking and coordinating meeting facilities, including providing refreshments as required; and
- Attendance at engagement events and Public meetings.

### **Operational Considerations**

The proposed formal notification process is consistent with the Township's current policy, and when combined with the informal notifications will provide a transparent process for the general public and stakeholders. The alternative is to pare the plan down to its legislated requirements only, however this is not recommended because the input from the broad stakeholders provides value, breadth and public buy-in to the Project.

It should be noted that the Secondary Plan is being developed concurrently with the Township's Infrastructure Master Plan. Council received a report (SR- 1679) at its April

12/21 meeting which outlined the various public Notifications for Infrastructure Masterplan. The notification process outlined in that report is consistent and lines up with the notifications being recommended for the Secondary Plan.

### **Risk/Implications**

Although some flexibility is available, municipal risk to public scrutiny is minimized if the Township maintains a consistent approach to notifications. Under the authority of the EPA, the MECP can order the municipality to repeat certain elements of the MCEA process if it feels that the municipality has not satisfactorily addressed the requirements of the MCEA or to issue orders if the Minister deems it necessary. Public communication is a key focus area of any environmental assessment or Planning Act process.

### **Communication Plan**

A copy of the proposed public engagement strategy is attached to this report.

### **Cost Benefit Analysis**

N/A

### **Accessibility**

All notifications will meet accessibility requirements, or where a document is not accessible for specific individuals, alternative formats or delivery methods will be provided.

### **Asset Management Plan Reference**

The initiative contained within this report pertains to asset management plan as follows:

- Future Demand

### **Links to Strategic Plan**

Council adopted the Loyalist Township Strategic Plan (2019-2023) at its regular meeting held November 25, 2019. The initiative contained within this report supports the Strategic Priorities as set out in the Strategic Plan as it pertains to the following Strategic Objectives:

- Financial Strategy
- Long term financial sustainability of municipal infrastructure with stable funding for our capital budget
- Commercial & Industrial Activity
- Increase commercial & industrial property assessment

- External Communications
- Engage public through broad range of communication and marketing on multiple platforms and creating greater opportunities for public communications and engagement fostering a positive public/municipal relationship
- Promote Loyalist community identity
- Infrastructure
- Be a municipal leader in climate action and environmental stewardship
- Improve public transportation system
- Long-term viability of maintaining cultural & heritage assets owned by the Township
- Meet high level of customer service excellence

**File or Reference**

[Final Amherstview West Secondary Plan - Public Engagement Strategy - April 2021](#)

**Prepared by:**

Bohdan Wynnyckyj, Manager of Development Services

**Approved by**

Marie-Josée Merritt, Director of Economic Growth and Community Development Services

Steven Silver, Chief Administrative Officer

**Status:**

Approved - 20 Apr 2021

Approved - 20 Apr 2021



## Memo

**TO:** Bohdan Wynnyckyj, RPP – Manager of Development Services  
**FROM:** Nadia De Santi, MCIP, RPP, Senior Project Manager  
**SUBJECT:** **Amherstview West Secondary Plan**  
**Final Public Engagement Program Strategy**  
**DATE:** April 12, 2021

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In accordance with Task 2.1 and the approach described in Section 4.3 of WSP’s Proposal, this Public Engagement Program Strategy (“the Strategy”) Memo has been prepared to elaborate on our proposed approach, methods, and specific tools to undertake community, and Indigenous engagement as part of preparing the Amherstview West Secondary Plan for Loyalist Township.

### 1.0 Integration of Secondary Plan and Municipal Class Environmental Assessment Engagement (MCEA) Processes

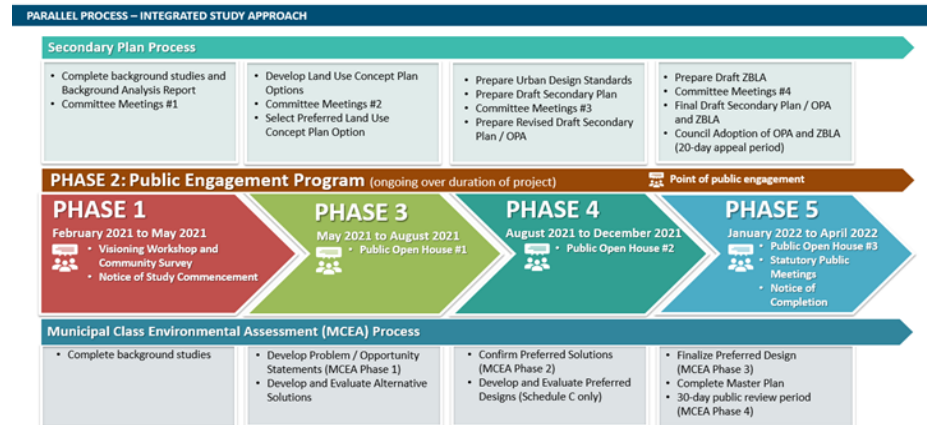
Consultation required as part of the MCEA process will be fully integrated with the Secondary Plan engagement process. This will streamline and simplify public participation in both study processes. At a high-level, the mandatory MCEA Notices and points of consultation will be coordinated with the following engagement milestones and Notices as part of the Secondary Plan process:

- Notice of Commencement – incorporated with the notice of the online Visioning Workshop;
- Problem / Opportunity Statements (MCEA Phase 1) – Online Public Open House #1;
- Development and Evaluation of Alternative Solutions (MCEA Phase 2) – Online Public Open House #2
- Development and Evaluation of Alternative Designs (required for Schedule C projects only, Phase 3) – Online Public Open House #3;
- Notice of Completion (Phase 4) - incorporated with the Notice of Adoption of the Official Plan Amendment (OPA).

The integrated Secondary Plan and MCEA process is illustrated in **Figure 1**.



**Figure 1: Integrated Secondary Plan and MCEA Process**



## 2.0 Indigenous Engagement

In order to meet the Township’s “duty to consult” responsibilities for engaging with Indigenous communities with potential interests in the Secondary Plan study area early in the project process. We will lead the Indigenous engagement and conduct outreach to the Alderville First Nation, Mohawks of the Bay of Quinte, and Métis Nation of Ontario to inform them of the project initiation and seek their input on whether and how they would like to be engaged. We will call each community with the contact information provided by the Township and follow up with an email. If required, we would propose a meeting on the community’s land to determine how they would like to be involved. Any meetings would be considered additional work outside the current scope of the Work Plan.

The following table includes the contact information for the Indigenous communities listed above.

**Table 1: Indigenous Communities Contact List**

Indigenous Community	Contact Name / Title	Address	Phone	E-mail
Alderville First Nation	Mr. Dave Simpson, Consultation Coordinator	11696 Second Line Road, Alderville, ON K0K 2X0	(905) 352-2011	consultation@alderville.ca



Indigenous Community	Contact Name / Title	Address	Phone	E-mail
Mohawks of the Bay Quinte	R. Donald Maracle, Chief	24 Meadow Drive, Tyendinaga	(613) 396-3424	
	Ms. Colleen Brant, Lands Officer, Lands & Leasing	Mohawk Territory K0K 1X0	(613) 396-3424 ext. 117	lands@mbq-tmt.org
	Ms. Charlotte Gurnsey, Consultation Coordinator		(613) 396-3424 ext. 155	consultation@mbq-tmt.org
Métis Nation of Ontario	MNO Regional Consultation Protocols	Suite 1100, 11th Floor 66 Slater Street, Ottawa, ON K1P 5H1	N/A	consultations@metisnation.org

WSP will maintain an Indigenous Community Engagement Record for the duration of the Secondary Plan/EA project. The Record will include details of when and how the Indigenous communities were contacted, as well as a summary of any comments received.

### 3.0 Community Engagement Best Practices

For the preparation of this Public Engagement Program Strategy, WSP has reviewed their best practices, engagement tools, and techniques which are relevant to the Amherstview West Secondary Plan and have identified the following in support of this Strategy.

WSP proposes that the level of community impact for the Secondary Plan project is categorized as “Level 4: Involving, Consulting and/or Collaborating with Township-wide.” A Level 4 Community Impact is characterized as having:

- High or moderate amount of potential risk or real/perceived impact across the Township;
- High levels of impact or alteration to policy, procedure, facilities or services that are perceived as high value to the Township, such as, strategic planning undertaken by Council;
- Any possibility to alter or affect health, safety, well-being, or private enjoyment of property;
- Any possibility for high levels of public interest across the Township;
- Any possibility to require the involvement of provincial or federal government; and





- Project success is reliant in a significant degree to public buy-in.

Tools and techniques for both online and in-person engagement described are categorized by Type of Engagement, which includes: Inform, Consult, Involve, Collaborate, and Empower. For a Level 4 project, WSP proposes to utilize the following online tools and techniques in this Strategy:

- Community Publications (e.g. Notices can be forwarded for inclusion in resident association newsletters (Inform));
- Email (Inform, Consult);
- Social media, including: Facebook, Twitter, YouTube (Inform, Consult);
- News Releases (Inform);
- Online Public Forum (Consult) (e.g. Zoom video conference meetings);
- Survey (Consult);
- TV & Radio (Inform); and
- Website / FAQs (Inform).

Potential in-person tools and techniques that WSP proposes to employ throughout the Public Engagement Program, depending on COVID-19 protocols, include:

- Advisory Group Committees (i.e. proposed project Coordination Committee and Technical Advisory Committee)
- Community Groups (Inform, Consult);
- Open Houses (Consult);
- Posters (Inform);
- Presentations (Inform);
- Public Hearings (Involve, Collaborate) (i.e. Statutory Public Meeting); and
- Workshops (Involve Collaborate) (i.e. Visioning Workshop).

Due to the current COVID-19 pandemic, the in-person activities listed above will take place in an online format until government health restrictions are lifted. More detailed information on how WSP proposes to employ these tools and techniques as part of the Strategy are provided in the following sections.

#### 4.0 Coordination Committee and Technical Advisory Committee

In accordance with the Request for Proposal (RFP), the project will involve the establishment of two Committees by the Township to help guide and inform the Secondary Plan and MCEA process:



- A Technical Advisory Committee (TAC) comprised of Township representatives from relevant department/divisions (e.g. Planning, Engineering, and GIS Divisions of the Economic Growth and Community Development Services (some of which are also involved with the Infrastructure Master Plan) Community and Social Services, Business Services, Emergency Services, and Recreation Departments), and external agency representatives from the County of Lennox and Addington, Cataraqui Region Conservation Authority, the Ministry of Transportation; and
- A Coordination Committee (CC) comprised of landowners/developers, local groups, ratepayers/public, and Councillors.

As confirmed at the Project Start-up meeting on January 29, 2021 and at the Project Check-in Meeting on February 25, 2021, the Township will be responsible for identifying and coordinating the membership of both Committees, establishing a Chair, and the creation of Terms of Reference for each Committee.

A list of local groups that could be potentially represented at the Coordination Committee are listed below:

- Rideau Waterway Land Trust
- Parrott's Bay Conservation Area
- Friends of Wilton Creek Watershed
- Residents' Associations, including:
  - Harewood Residents' Association (HRA)
  - Wilton Community Association
  - Loyalist Country Club Residents Association
- Limestone District School Board
- Algonquin & Lakeshore District Catholic School Board

The TAC will be engaged to provide background information, identify key issues to be considered, review major deliverables and reports, and provide technical input and analysis at key project milestones. WSP recommends that TAC meetings for technical review should be held prior to CC meetings. Teleconference meetings are proposed to obtain feedback from TAC members following circulation of deliverables and reports for their review.

Presentations via teleconference meetings are proposed to the CC at the various project milestones, to present project progress and draft deliverables, and to obtain feedback.

Both Committees will also be encouraged to participate in public engagement activities.

Where WSP requests written comments from both TAC and CC on major deliverables and reports, WSP will provide a comment tracker template to be used by the Township to consolidate all Committee comments prior to them being circulated to WSP.

## 5.0 Online Engagement



Now more than ever, online public engagement is being considered as a positive and inclusive format of providing opportunities for community members to participate in public decision-making. While it has been commonly used to support or enhance in-person engagement processes for years, online public engagement was rarely seen as a standalone tool. Our new reality of physical and social distancing is shifting the way we think about public engagement, as we look to online tools for reaching a wide audience, meeting engagement requirements under the Planning Act and Environmental Assessment Act, and continuing to move municipal projects forward.

Through some of our recent project work, we have found online public engagement to enhance our ability to reach a wider audience. It allows community members to choose where and when they want to engage. Where we might have seen 20 people attend an in-person Public Open House, we are now seeing 100+ people watch a video presentation and respond to an online survey. With a wider audience, projects benefit from more community voices being heard and informing decision-making.

As a result of provincial and municipal restrictions due to COVID-19, we have proposed meetings with Township Staff, the Coordination Committee and Technical Advisory Committee, and Council through video conference calls, and online public engagement activities, including Statutory Public Meetings, throughout the Secondary Plan and MCEA process. Should these restrictions be lifted, we have also proposed in-person options for public engagement activities, which will allow us to be nimble in our community engagement approach.

## 6.0 Project Branding and Awareness

WSP proposes to establish a consistent and easily recognizable project logo for the Secondary Plan project which would be carried forward throughout all engagement events, the Township's website materials, and the Secondary Plan project documents. The project brand and logo will attract attention and contribute to building awareness of the projects throughout the Township. The preparation of major deliverables will be consistent with the colours, fonts, and formatting chosen for project branding, subject to Township approval.

The project logo is shown in **Figure 2**. Three options were presented for consideration by Township staff, and were developed to reflect the Loyalist Township branding and colours. The chosen project logo incorporates the outline of Secondary Plan study area.

**Figure 2: Project Logo Option**



## 7.0 Encouraging Community Dialogue

### 7.1 Project Webpage and Social Media, Email, and Mailing List



WSP anticipates that the Township will encourage project awareness of the Secondary Plan project through the Township’s website and existing social media platforms (i.e. Facebook, Twitter, and Instagram) to advertise all community engagement activities and public meetings, as well as key milestones and the available project documents.

A project webpage hosted on the Township’s website was launched shortly after project initiation (<https://www.loyalist.ca/en/business-and-development/amherstview-west-secondary-plan.aspx>), and will be used to:

- Allow members of the public to sign up for email notifications of project updates and next steps;
- Advertise all community engagement activities and post meeting notices;
- Provide draft and final background documents and the draft and final versions of the Secondary Plan and MCEA documentation and OPA/ZBLA in a digital format for public review; and
- Host online engagement tools such as online surveys.

The Township has established a dedicated project email where written comments can be submitted. The project email address is: [secondaryplan@loyalist.ca](mailto:secondaryplan@loyalist.ca) and has been made public on the Township project webpage.

WSP will work with the Township to develop webpage content and regular updates at key project milestones, including Frequently Asked Questions (FAQs).



## 7.2 Project Notices

WSP assumes that public engagement events, including Statutory Public Meetings, will also be advertised by the Township and will include local print and online news outlets, including the Napanee Beaver and Kingston Whig Standard, mailout flyers (e.g. with tax bills), notices in community or place of worship bulletins and at key community facilities (libraries, post offices). We will assist the Township in preparing the notice materials, ensuring that notices are developed in accordance with Planning Act and MCEA requirements, and in an accessible and age-friendly manner with simple language, clear headings, large type face, and high contrast.

Notices of the Visioning Workshop and Public Open Houses would generally be published and transmitted electronically two (2) weeks in advance, with detailed instructions on how to register and participate virtually, as required. Notices for Statutory Public Meetings would be published at least 20 days in advance, in accordance with Planning Act requirements.

In advance of every community engagement event, Township staff could develop a Communication Plan to track the various notification tools/media, timing of notices, and identification of the WSP and Township project team members responsible for preparing and organizing the notification. **Table 2** includes an example of a Communication Plan for the first series of public engagement events – the Phase 1 Visioning Workshop and Community Survey / MCEA Notice of Commencement.

**Table 2: Draft Communication Plan – Phase 1 Visioning Workshop and Community Survey**

Message/Notice	Tool/Medium	When	Cost	Responsibility	Proposed Deadline
<b>Save the Date Notice</b>	Project webpage	When event date is confirmed	Free	Draft:	TBD
	Facebook, Twitter			Posting:	
	Email Contact List			Draft:	
	Places of Worship Bulletins, Libraries, Post Offices, etc.			Posting:	
			TBD	Draft:	
				Flyer delivery:	
<b>Newspaper Notice</b>	Napanee Beaver (weekly)	2 weeks before event (Submit by Wednesday for Saturday publication)	TBD	Draft: Booking:	TBD



Message/Notice	Tool/Medium	When	Cost	Responsibility	Proposed Deadline
	Kingston Whig-Standard (weekly)	2 weeks before event (Submit by Monday, 4:30 pm, for Thursday publication)			
<b>Radio (PSA)</b>	Amherst Island Radio (92.1 FM) and Kingston stations	1 week before event	Free	Draft: Booking:	TBD
<b>Electronic Event Reminders</b>	Project webpage	1 week, 2 days, and 1 day before event	Free	Draft: Booking	TBD
	Facebook, Twitter				

### 7.3 Visioning Workshop



As part of Phase 2 following the completion of background studies, WSP will undertake an online Visioning Workshop. We propose that the Workshop consist of an online video conference meeting (i.e. Using Zoom), to which the public and local business owners would RSVP to confirm their attendance. A presentation would be delivered by WSP to introduce the Secondary Plan and Municipal Class Environmental Assessment project to the community and present key considerations from the background studies in Phase 1.

The key outcome of the Visioning workshop will be to obtain input into the development of a new community vision, goals, and objectives for the Secondary Plan, and obtain feedback with respect to existing issues and Secondary Plan policy considerations. These may include land use and potential density of development, locations of future commercial, residential, and mixed-use development, urban design considerations (e.g. desired built form, architectural character, streetscaping), connectivity and active transportation, parkland and open space, natural heritage, waterfront development, and servicing constraints and opportunities. To obtain this input, the following activities are proposed as part of the workshop; the digital platform to be used will be confirmed with the Township:

- **Activity #1 – Vision Word Cloud**
  - We would first ask participants what words they would select to represent the future Amherstview West community 25 years from now. These words will be used to generate a Word Cloud image to identify the most prevalent concepts, which will later be used to develop a vision statement for the community as part of the Draft Secondary Plan.



- **Activity #2 – Breakout Rooms**

- Secondly, we would divide participants into Breakout Rooms for a facilitated discussion related to land use themes, such as Housing, Community Amenities, Natural Environment, Urban Design, and Transportation. Participants in each Breakout Room would be led through a series of brainstorming activities to establish goals for the growth and development of Amherstview West related to the specific land use theme. For example, what are the desired outcomes of the community? How would a specific goal be achieved? At the time of RSVP for the workshop, participants would be asked to identify their top land use themes of interest, which would be used to assign participants to a Breakout Room in advance of the workshop. Following these discussions, the facilitator would report back to the entire workshop group to share what was heard.

#### 7.4 Survey

For those members of the public who are unable to participate in the online Visioning Workshop, an online Community Survey, administered through Survey Monkey and made available to the public through the Township’s website, will be used to obtain feedback. Notice of the online Visioning Workshop and online survey will be provided two weeks in advance. A draft of the online survey will be submitted to the Township for review.

Hard copies of the survey could be made available by the Township for those participants unable to complete the survey online. These could either be mailed directly to residents or distributed by Township staff to the following key locations for those residents without access to a computer or the internet:

- Township Municipal Office (Odessa);
- Royal Canadian Legion (Bath Branch 623);
- Community / Recreation Halls (W.J. Henderson Recreation Centre, Leisure & Activity Centre);
- Public libraries (Amherstview, Bath);
- Post offices; and
- Seniors’ residences.

Hard copies of the survey can either be dropped off at no-cost to Township offices in Odessa, W.J. Henderson Recreation Centre, and Leisure & Activity Centre; mailed in to the Township office; scanned and sent in by email to the dedicated project email address; or picked up by Township staff following the completion deadline for the survey. Township staff should confirm the approach to hard copy surveys.



### 7.5 Notice of Commencement

The Notice of Commencement required as part of the MCEA process will be integrated with the Notice of the Online Visioning Workshop and will establish the intent to seek both Planning Act and Environmental Assessment Act approvals through an integrated Master Plan process. Information collected through the online Workshop and survey will support the development of “problem / opportunity” statements as part of Phase 1 of the MCEA process.

### 7.6 Notice of Adoption / Notice of Completion

Following Council adoption of the Secondary Plan and OPA, a Notice of Adoption will be published, including notice of the 20-day appeal period under the Planning Act. In conjunction with the Notice of Adoption, a Notice of Completion of the Municipal Class Environmental Assessment (MCEA) process will be published in local newspapers and sent to the study contact list. At this time the public will be invited to review project MCEA documentation for a 30-day review period. During the 30-day public review period, comments and questions may be submitted to the project team for consideration. The Notice of Completion will indicate where project documentation can be reviewed and how to submit comments.

### 7.7 Public Open Houses and Public Meetings



Following the online Visioning Workshop and survey, WSP will engage the community several times throughout the project to gain the community input that will be foundational to the selection of a preferred land use concept plan option for the Secondary Plan, the development of Secondary Plan policies and urban design standards that speak to the local needs and context in Amherstview West, and fulfilling the statutory requirements of the Planning Act and the Municipal Class Environmental Assessment.

Public Open Houses and a Statutory Public Meeting will be undertaken throughout the Secondary Plan process, as follows:

- Public Open House #1 – to be held following the Visioning Workshop and Community Survey and the preparation of the Draft Background Analysis Report to present the results of the exercises, a draft Vision statement, goals and objectives, and to summarize feedback received from the community with respect to the issues identified. Problem and opportunity statements as part of MCEA Phase 1 will be presented.
- Public Open House #2 – to be held following the preparation of the Land Use Concept Plan Options to obtain public input on the selection of the Preferred Land Use Concept Plan Option. Development and evaluation of “Alternative Solutions” for required infrastructure improvements (MCEA Phase 2) will be presented.
- Public Open House #3 - to be held in accordance with Section 17(16) of the Planning Act following the preparation of the Draft Secondary Plan and Urban Design Standards to present the document and revisions obtained at the Public Open House





#2 and obtain public input on proposed key policy options. The findings of the Environmental Impact Assessment and development and evaluation of “Alternative Designs” required for any Schedule C projects (MCEA Phase 3) will be presented.

- Statutory Public Meeting – to be held in accordance with Section 17.15(d) of the Planning Act to allow the public an opportunity to make submissions on the proposed Secondary Plan / Official Plan Amendment (OPA) / Zoning By-law Amendment (ZBLA), prior to Council adoption.

Online Public Open Houses would generally consist of a pre-recorded video presentation and display boards, or presentation at an interactive video conference meeting. Participants would be asked to listen to the presentation, review supporting materials, and submit their written comments using a comment form or online survey. If in-person, the Public Open Houses would include a presentation and question and answer period, followed by an opportunity to view display materials and speak to Township staff and members of the project team.

Our team will have all meeting and event materials prepared to ensure there is sufficient time for the Township to review and approve the materials. Following meetings and events, all materials will be made available on the Township project webpage.

#### **Locations and Timing**

As we understand that due to current COVID-19 restrictions, in-person public engagement events are likely not possible, we propose that until such restrictions are lifted and it is deemed safe to do so by provincial and municipal directive, all Public Open Houses are held in a virtual format; if a video conference meeting is selected, these should occur on a weekday evening from 5 pm to 7 pm or 6 pm to 8 pm.

Should in-person public engagement events become possible, W.J. Henderson Recreation Centre and the Leisure & Activity Centre are possible locations. The Statutory Public Meetings would be held at the Odessa Municipal Office, 263 Main Street, in Council Chambers.

For the Public Open House and Statutory Public Meetings, WSP will prepare all engagement materials and provide them to the Town for review and approval. The Town will be responsible for advertising the meetings and securing the venues. Following meetings, all materials will be made available on the Township’s project webpage.

## **8.0 Managing Comments**

It is anticipated that a large volume of comments will be received from the public throughout the project process. As confirmed at the Project Start-up Meeting, Township staff will manage a detailed table of comments received from members of the public, external agencies, interest groups and others. It will be important to maintain a record of all comments received, and demonstrate how comments have been addressed in the Secondary Plan and in the MCEA documentation, if applicable.



It is anticipated that the Township will collect written comments and forward them to the consulting team, as applicable. WSP will work with the Township to respond to comments received, as required.

Township staff will be responsible for soliciting detailed comments from the County, Coordination Committee, Technical Advisory Committee, and other commenting agencies, when necessary. An example of the tracking table that Township staff may wish to use is included in the table below.

**Table 3: Secondary Plan Process – Comment Tracking Table**

<b>Date / Form of Contact</b>	<b>Name</b>	<b>Title / Organization</b>	<b>Comment</b>	<b>Response / How it was addressed</b>
<b>May 21, 2020 / Email</b>	Mr. John Doe	Property Owner		

### 9.0 Individual Property Owner Consultation

WSP envisions that the Township will need to contact individual property owners to advise them of proposed field work in close proximity to their properties, as well as of proposed major changes in land use designations affecting their properties. WSP will prepare two (2) template letters to be circulated by the Township to individual property owners residing within the Study Area, as well as residents and businesses beyond the Study Area. The Township shall be responsible for the preparation of the distribution list and circulation of these letters.

### 10.0 Accessibility and an Age-Friendly Approach



Since we will be interacting directly with the public and producing publicly available information on behalf of the Township, the requirements of the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) and its regulations, the Ontario Human Rights Code, and any new or evolving Township standards for accessibility will apply. We will work with the Township to prevent and remove barriers that may arise to ensure all participants, of all ages and abilities, have equal opportunities to engage in the project. We note that all of our Team members have received training in accordance with the AODA.



We are committed to facilitating a process that is compliant with the AODA and applicable regulations. The design and format of online or in-person public engagement events and public meetings will need to take accessibility for persons with disabilities into account (e.g. wide aisle widths, accessible and unobstructed entries, presentation materials with larger fonts and high contrast, presentation transcripts or subtitles). It will be important to indicate on any meeting notices that requests may be made to the Township to accommodate persons with disabilities. Such requests may include, for example, accommodation for a wheelchair or providing the presentation in a suitable format for the individual. These requests can be directed at the Township's Clerk's Department.

Any publicly available materials, such as reports and presentations, will be designed to be generally accessible for most persons using reasonable font sizes, high contrast, and other format considerations. Please note that our scope does not include specific requests for the production of accessible document formats for e-readers.

## 11.0 Township Involvement

WSP assumes that the Secondary Plan will be a significant initiative for the Township, with the involvement of the Development Services Manager, who will be the staff assigned to this project, as well as other Township staff. Specifically, we anticipate that Township involvement will include the following items:

- Day-to-day liaison between the public, Council, the County, and external agencies, as required;
- Establishing and coordinating with the Coordination and Technical Advisory Committees for review of deliverables and meeting organization;
- Attendance at meetings with the Coordination and Technical Advisory Committees;
- Tracking and responding to comments received from the public, with input from WSP;
- Providing background documents and mapping, input, and assistance regarding technical issues;
- Review of background studies;
- Review of WSP reports and recommendations;
- Coordination of public consultation notices and logistics;
- Advertising and circulating / reviewing notices for community engagement events;
- Booking and coordinating meeting facilities, including providing refreshments as required; and
- Attendance at engagement events and Public meetings.



If you have any questions regarding the above, please do not hesitate to contact the undersigned at (613) 690-1114 or at [Nadia.De-Santi@wsp.com](mailto:Nadia.De-Santi@wsp.com) .

Yours very truly,

**WSP**

A handwritten signature in black ink, appearing to read 'N. De Santi'.

Nadia De Santi, MCIP, RPP  
Senior Project Manager