



PUBLIC PARTICIPATION PLAN

Town Plan | Review/Rewrite

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INTRODUCTION AND OVERARCHING FRAMEWORK

As a part of the Project Charter for the MDP review/re-write project, a framework for public participation was provided (see below).

Phase of Project	Type of Engagement	IAP2 Spectrum	Estimated date of activity
Kick-off	Values/perspectives survey	Involve	November 2018
Growth and change scenarios development and review	Focused events (IAP2-based) (Town policy aligned)	Involve	January – March 2019
Draft MDP review		Consult	September – October 2019

Engagement Update:

As a result of other emergent matters requiring a shift in priorities during the month of November, the kick-off engagement has not been completed as of January 2019. However, there is room within the project timeline to adjust for the kick-off to begin near the end of January and not have an effect on the anticipated completion date for the MDP review/rewrite.

The table showing the three major steps and levels of involvement was intended to provide a high-level snapshot of the levels of engagement with the community, and when each phase of engagement would take place.

The intent of this Public Participation Plan is to provide additional detail regarding the planning of the engagement activities, and to ensure context-appropriate tools and techniques are implemented throughout the project.

To achieve this, the International Association for Public Participation (IAP2) five steps for public participation planning have been used:

1. Gain internal commitment

Action required?

Yes: Town Council to review/approve the Public Participation Plan

2. Learn from the public

Action required?

No: The list of stakeholders already identified in the Project Charter has been broadened, and areas of most likely interest and potential issues have been highlighted for each stakeholder group.

3. Select the level of participation

Action required?

No: The involvement levels have been set at Involve and Consult, with the understanding that the processes for the project will be somewhere between inform/consult, and involve/collaborate. For a project of this nature, involvement less than involve/collaborate may start to dilute the outcomes.

4. Define the decision process and identify the public participation objectives

Action required?

Yes: Once the previous 3 steps have been completed, the general framework for engagement will need to be refined, however the framework accurately captures the need to engage throughout the project.

5. Design the public participation plan

Action required?

TBD: If there are any changes desired by Council subsequent to a review of this participation plan, changes will need to be made prior to initiating the plan.

PROJECT BACKGROUND

DESCRIPTION OF THE OVERALL PROJECT OR INITIATIVE:	Municipal Development Plan – see Project Charter
THE DECISION BEING MADE IS:	Council to consider approval of a new Town Plan, as guided by the knowledge, dialogue and feedback from all stakeholders in the community.
DECISION MAKERS	Council
THE SCOPE (IMPACT, AND COMPLEXITY) OF THIS DECISION IS:	Complex
THE TIMELINE FOR THIS DECISION IS:	1 year (goal to have new Town Plan adopted by end of 2019)
THE PUBLIC IS BEING INVOLVED IN BECAUSE:	A new Town Plan requires significant stakeholder feedback, recognizing the public as a key stakeholder, to be successful short and long term.
LEVEL OF INVOLVEMENT:	This process predominantly fits into the INVOLVE part of the IAP2 spectrum for the first 2 phases of engagement, and CONSULT and INFORM for the last 2 phases, as per the information in <i>Objectives, Tools and Techniques</i> .
THE SPECIFIC INFORMATION BEING SOUGHT IS:	Feedback from stakeholders regarding what, where, why and how different forms of development should occur in the community, to guide short, mid and long-term growth over the next 20+ years.
HOW WILL INFORMATION BE USED IN THE DECISION MAKING?	Council will be involved in the sharing opportunities the community engages in throughout the project, and will ultimately be provided a summary of all information collected in order that they may base their decision on consideration of this feedback.

STAKEHOLDERS

The Project Stakeholder Register is shown on the following page and captures the individuals and/or groups that are considered stakeholders in the context of this project.

Town of Coaldale MDP review and rewrite – Stakeholder Register – Current to Oct. 17, 2018				
Name of Stakeholder or Group of Stakeholders	Stakeholder <i>Individual or group</i>	Project Role	Organization	Type of stakeholder <i>Internal or external to project</i>
Council	Town Council	Elected Officials and Project Sponsors	Town of Coaldale	Internal
Kalen Hastings	Town Manager	CAO	Town of Coaldale	Internal
Project Team (13 people)	Project Team	Project Team	Town of Coaldale and ORRSC	Internal
Hilary Janzen	Senior Planner	External agency stakeholder	Lethbridge County	External
Steve Harty	Senior Planner	External agency stakeholder	ORRSC advisor to Lethbridge County	External
Council	Lethbridge County Council	Elected Officials	Lethbridge County	External
Terence Lazarus, or designate, and staff	General Manager	External agency stakeholder	St. Mary River Irrigation Dist.	External
John Thomas, or designate, and staff	Development Technologist	External agency stakeholder	Alberta Transportation	External
Kelli Kirkpatrick or designate	South Zone Health Officer	External agency stakeholder	Alberta Health Services	External
Kathleen Murphy, or designate, and staff	South Director	External agency stakeholder	Alberta Envi. and Parks	External
	Alberta Education	External agency stakeholder	Alberta Education	External
	Canadian Pacific Railway	External agency stakeholder	Canadian Pacific Railway	External
School divisions, principals, teachers and support staff	All k-12 schools in Coaldale	External agency stakeholders	Schools (7)	External

Community	Coaldale community <i>Community broken down further below.</i>	External stakeholders	All residents, businesses and organizations in Coaldale	External
	Commerce-focused groups	External stakeholders	Chamber of Commerce SouthGrowth Highway Twinning Association Downtown businesses	External
	Development-focused groups	External stakeholders	Local builders Local developers Building regulators (Safety Codes)	External
	Seniors	External stakeholders	Sunny South Lodge Seniors Centre All individuals of retirement age	
	Students	External stakeholders	K-12 students at all schools in Coaldale	
	Special Interest Groups	External stakeholders	Birds of Prey Centre Rehoboth Christian Ministries Gem of the West Museum Society Communities in Bloom Wellness Society Kinsmen and Kinettes Fish and Game Knights of Columbus Community Garden Society	External
	Local user groups	External stakeholders	Field users Ice users Pool users	External

While this list is intended to be all-inclusive, there is always a chance a small number of stakeholder groups has been inadvertently missed. All other stakeholder groups that self-identify and ask to be included will be included in the engagement process.

OBJECTIVES, TOOLS AND TECHNIQUES

Combining the funneled approach described in Part 1 with the tools and techniques recommended by the International Association for Public Participation (IAP2) should result in the following:

- The most usable information is collected
- Commitment as to how the community's feedback will be used will be clear to all stakeholders, internal and external to the project
- The community is most likely to be supportive of the new Town Plan
- The new Town Plan is most likely to be successful

Using the steps outlined in Part 1 as a framework, tools and techniques suitable for the Town Plan review and rewrite can be identified. However, it is critical that prior to tools and techniques being identified the overarching objective of public participation for this project is clear and agreed-upon between the decision-makers (Council) and project representatives (staff).

The current understanding of the public participation objectives is:

Town Plan review/rewrite: Overarching Objective

To understand and consider what the community's perspectives are on the Town's growth and change for the next 20 years, and combine the community's perspective with information from key documents such as the TMP and IMP, to inform the development of a new Town Plan.

To achieve this objective, a comprehensive phase-based framework is proposed. Within the framework, the overarching objective is refined for each phase of the participation plan.

The framework is presented on the next page.

Town Plan review and rewrite: Public Participation Plan framework (DRAFT)

Project Phase	Participation Goal	S.M.A.R.T Participation Objective	Communication items	Tools/Techniques*	Desired Outcomes	Event Date(s)
1 Project kick-off	<p>INVOLVE</p> <p><i>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered</i></p> <p><i>(as per IAP2 spectrum)</i></p>	<p>To have a well-represented understanding of the values Coaldale’s citizens consider most important for their community</p> <ul style="list-style-type: none"> By the end of February With at least 500 responses 	<ul style="list-style-type: none"> What is a Town Plan? Why is it needed? What is its value? Why should I comment? Why should I care? How will my comments be used? 	<ul style="list-style-type: none"> Survey (online/paper) (1) Graffiti walls (around town) Revolving conversations Appreciative inquiry processes 	<p>Community understanding of the Town Plan</p> <p>Community values feedback that can be used to inform next steps</p>	<p>Survey: Jan. 25 to Feb. 8</p> <p>Walls: Jan 25 to Feb. 8</p> <p>Revolving convo’s: mid-Feb.</p> <p>Appreciative inquiry: mid-Feb.</p> <p><i>Feedback summary to Council by end of February</i></p>
2(a) Developing growth and change scenarios		<p>To have a well-represented understanding of the likes, dislikes, ideas and concerns citizens wish to see reflected in the new Town Plan</p> <ul style="list-style-type: none"> By the end of March With at least 500 responses 	<ul style="list-style-type: none"> What are the citizens’ community values? How can these shared values become tangible? What growth/change scenarios do these values become? 	<ul style="list-style-type: none"> Survey (online/paper) (1) Community design charrettes Future search meetings 	<p>Community-based growth and change scenarios are developed</p>	<p>Survey: Same as Jan/Feb.</p> <p>Charrettes: early March</p> <p>Future search: mid-March</p> <p><i>Feedback summary to Council by end of March</i></p>
2(b) Reviewing growth and change scenarios		<p>To have a well-represented understanding of the citizens’ reactions to initial growth and change scenarios</p> <ul style="list-style-type: none"> By the end of April With at least 500 responses 	<ul style="list-style-type: none"> What does the community think of the first iteration of growth/change scenarios? What can be adjusted, what cannot (changeable vs. fixed)? Why are certain aspects of scenarios fixed? 	<ul style="list-style-type: none"> Survey (online/paper) (2) World Café meetings Study circles <p><i>Make use of a resident feedback register that has been built over the first 2 phases</i></p>	<p>Community-based feedback that recognizes fixed issues and changeable issues</p>	<p>Survey: end-Mar. to mid-April</p> <p>World Café: mid-April</p> <p>Study circles: late-April</p> <p><i>Feedback summary to Council by end of April</i></p>
2(c) Developing alternative scenarios		<p>To work directly with citizens to develop alternative scenarios that reflect the findings of the previous engagement activities</p> <ul style="list-style-type: none"> By the end of May With at least 500 responses 	<ul style="list-style-type: none"> Within the context of what can be changed, what changes can be made based on review feedback? How do we prioritize changes based on competing interests? 	<ul style="list-style-type: none"> Review workshops Open house 	<p>Reasonably achievable alternative growth/change scenarios informed by community feedback</p>	<p>Workshops: mid-May</p> <p>Open house: late May</p> <p><i>Feedback summary to Council by end of May</i></p>
3 Selecting the preferred scenario	<p>INVOLVE/CONSULT</p> <p><i>To obtain public feedback on analysis, alternatives and/or decisions</i></p> <p><i>(as per IAP2 spectrum)</i></p>	<p>To have a well-represented understanding of citizens’ position on the preferred scenario in order that it may inform Council’s final decision</p> <ul style="list-style-type: none"> By the end of June With at least 500 responses 	<ul style="list-style-type: none"> Which scenario most closely reflects the desires of the greatest number of stakeholders? Why are certain aspects of the preferred scenario not able to be changed? 	<ul style="list-style-type: none"> Survey (online/paper) (3) Deliberative Forum (if needed) Open house 	<p>A growth/change scenario that reflects community desires and respects fixed issues</p>	<p>Survey: early June</p> <p>Deliberative Forum: mid-June</p> <p>Open house: late June</p> <p><i>Feedback summary to Council by end of June</i></p>
4 Final decision and Project wrap	<p>INFORM</p> <p><i>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions</i></p> <p><i>(as per IAP2 spectrum)</i></p>	<p>To present to the community the final draft of the new Town Plan, and to ensure as much of the community as possible is aware of the final decision, what it means for Coaldale, and how it will be implemented</p> <ul style="list-style-type: none"> By the end of November Using as many forms of information sharing as practically feasible 	<ul style="list-style-type: none"> What is the final product? How/when will the new Town Plan be implemented? 	<ul style="list-style-type: none"> Survey (online/paper) (4) Open house 	<p>A new Town Plan that is agreed upon by all stakeholders, within a consensus-based context</p>	<p>Survey: TBD</p> <p>Open house: TBD</p> <p><i>Comprehensive feedback summary to Council by end of October</i></p>

*Please note: the tools/techniques are taken directly from the IAP2 *Techniques for Effective Public Participation* handbook and have been chosen based on the applicability of each to the corresponding phase of the Town Plan review and rewrite project.

EVALUATION STRATEGY

What are the indicators of success for the public involvement process?	All participants agree that they have been provided fair and ample opportunity to share their questions, ideas and concerns, and agree that their feedback was collected and considered in the project process.
What will we measure or evaluate about the public involvement process?	Through the use of qualitative questions that are posed in survey format at the end of each participation opportunity, a sense of whether stakeholders feel the process has been successful.
When and how?	As noted above, after each participation opportunity.
What will we do with the results of the evaluation?	The results of the evaluation will be presented to Council in the engagement summary that is prepared.

RESOURCE MANAGEMENT

Staff/Contractors	As noted in the Stakeholders table.
Technical information and materials	Demographic, land use, economic and community data that is available will be used.
Communication	Internal project stakeholders will ensure effective communication by way of Project Management tools i.e. change logs, weekly updates, and scope and schedule management software.
Participant Expenses	None for external stakeholders. All internal stakeholder expenses are included in the project budget.