

PUBLIC PARTICIPATION PLAN

Downtown Revitalization

Submitted for approval: July 29, 2019

Approved by Council at the meeting of July 29, 2019

Prepared by:
Spencer Croil, RPP MCIP
Director of Planning and Community Development

Contents

INTRODUCTION AND OVERARCHING FRAMEWORK	3
PROJECT BACKGROUND	10
STAKEHOLDERS	11
OBJECTIVES, TOOLS AND TECHNIQUES	12
EVALUATION STRATEGY	14
RESOURCE MANAGEMENT	14

INTRODUCTION AND OVERARCHING FRAMEWORK

Project overview

The need to address some of the deficiencies in the sanitary sewer lines in the downtown area have been known for some time. MPE Engineering was commissioned in 2012/2013 to undertake a detailed review of the health of the infrastructure systems in the downtown area and as a result potable water connections were installed for each building along the three blocks between 20th Street and 20th Avenue, and 20th Street and 17th Avenue. Along with the work that has been completed on the water connections for each building, it was noted that sanitary lines would also require attention in the short term.

In addition to the subsurface work that is required along the three blocks referenced above, the street itself (sidewalks, parking and driving lanes and intersections) could benefit greatly from a replacement. In fact, it is very common for subsurface works along aging downtowns to result in a revitalization effort of the street itself. Functional transportation and experience-based elements of the downtown can be greatly enhanced in Coaldale's case, along with a more comprehensively planned surface drainage system to ensure proper drainage along the three blocks of note.

Although some work has been completed (water connections), sanitary line upgrades and replacements, and surface replacements (sidewalks, parking/driving lanes and intersections) have yet to be completed. Town Council approved sanitary line upgrades/replacement and surface works to be undertaken as a part of the approved 2019 – 2021 Capital Plan. Council's decision to fund the revitalization of the three blocks of downtown aligns with MPE's findings and recommendations from 2012/2013, and the ongoing feedback provided by the community that the downtown area is of particular importance for Coaldale i.e. through feedback collected as a part of the 2019 – 2021 Council Strategic Plan and from the first rounds of feedback for the Town Plan project.

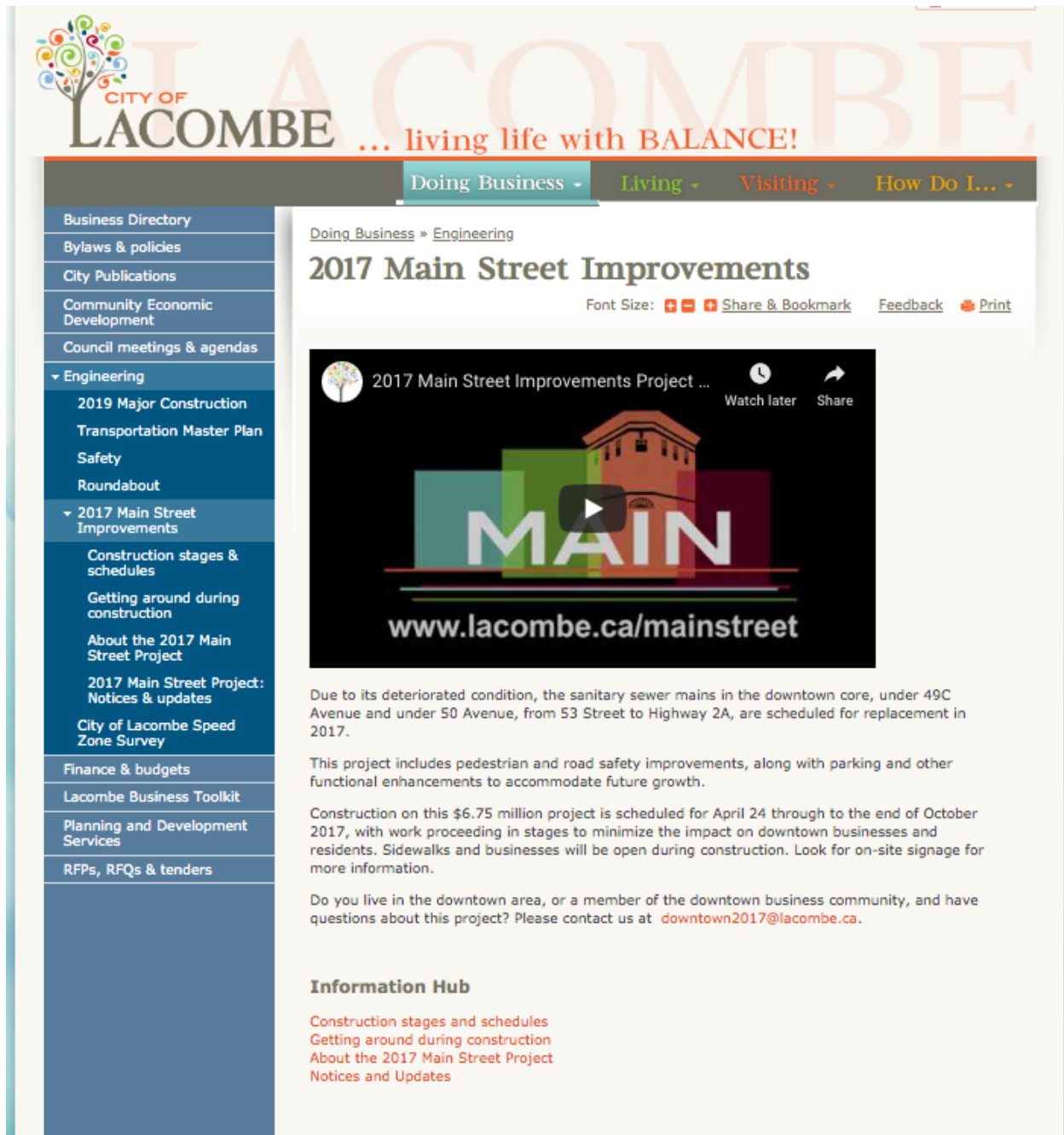
The process of working with the downtown business and property owners, and the various organizations that call the area home, began in the late winter/early spring of 2019 after the 2019 – 2021 Capital Plan was passed. Once initial design discussions are wrapped up with downtown stakeholders the scope of engagement will broaden to include the entire community and will be focused on sharing preliminary design outcomes. While some elements of the revitalization work are relatively fixed i.e. sanitary/storm infrastructure and the widths/areas of sidewalks and parking/driving lanes and intersections, dialogue with the broader community will focus on the human-scale design elements of the project, with particular attention being paid to the style of street furnishings (street lights, waste receptacles, benches, tables, wayfinding signage, etc.) that will provide character elements to the revitalization of the downtown area.

Whether the final outcome is a historic flare, modern style, or somewhere in between, the design of the human-scale elements can have a significant impact on how the downtown feels, and how it is experienced, which is why the community's voice in the human-scale features is particularly important.

Once design details have been finalized, the project, including when construction will commence, and how the project area will function during construction, will be a part of a clear and comprehensive project information campaign, with a focus on a project webpage. For reference purposes the project webpage will be structured in a very similar way to the City of Lacombe's downtown revitalization webpage, which can be viewed here:

<http://lacombe.ca/doing-business/engineering/2017-main-street-improvements>

For a static preview of Lacombe's project webpage please review the following screen captures:





CITY OF
LACOMBE

... living life with **BALANCE!**

Doing Business ▾

Living ▾

Visiting ▾

How Do I... ▾

Business Directory

Bylaws & policies

City Publications

Community Economic
Development

Council meetings & agendas

▾ Engineering

2019 Major Construction

Transportation Master Plan

Safety

Roundabout

▾ 2017 Main Street
Improvements

▸ Construction stages &
schedules

Getting around during
construction

About the 2017 Main
Street Project

2017 Main Street Project:
Notices & updates

City of Lacombe Speed
Zone Survey

Finance & budgets

Lacombe Business Toolkit

Planning and Development
Services

RFPs, RFQs & tenders

[Doing Business](#) » [Engineering](#) » [2017 Main Street Improvements](#)

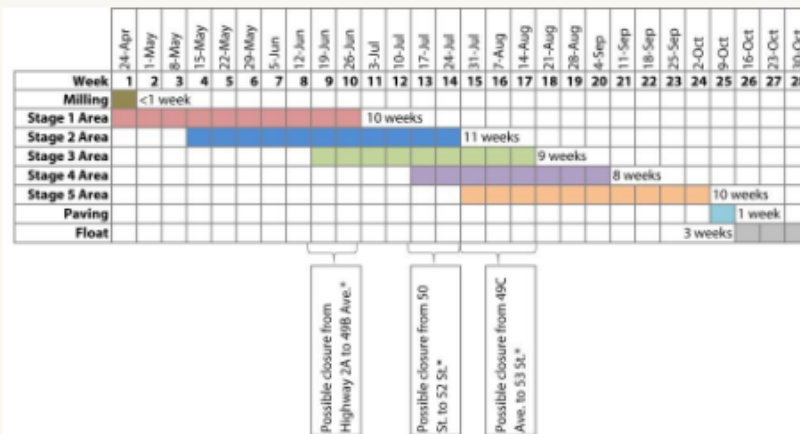
Construction stages & schedules

Font Size: [Share & Bookmark](#) [Feedback](#) [Print](#)

Construction on 2017 Main Street Project is scheduled from mid-April through to the end of October, with work proceeding in five stages along Main Street (50 Avenue) - east to west from Highway 2A to 53 Street - to minimize the impact on downtown businesses and residents.

Public sidewalks and area businesses will be open during construction. Look for onsite signage for more information.

Construction Stages



**While some overlap between stage areas is expected to occur, the extent of it shown here represents a pessimistic scenario where the underground crew progresses at an optimal pace and the concrete crew falls behind due to inefficient progress or inclement weather. Adjustments during construction will be made to reduce the likelihood of this occurring.*

Pre-Staging - Asphalt milling

Construction signage and barricades are placed around the whole project area in preparation for short-term, rolling road closures. Milling machines are in high demand throughout the summer, so milling the whole project area at once is both efficient and cost effective. The milling process on Main Street and 49C Avenue takes approximately 2-3 days to complete. Since the milled road is approximately 100mm lower than the existing asphalt, smooth tapers are placed at intersections and crossings. Once complete, temporary line markings are painted.

Milling machines grind old asphalt into a recycled asphalt product that manufacturers use to make more asphalt, which is used as temporary road surfaces on Main Street and on 49C Avenue.

(Click on photos to enlarge)



Stage 1: Estimated construction start - mid-April; estimated opening in late June.

Construction takes place as per the sequence described [here](#).

Road closures are in effect at the 50 Street intersection, 49 Street, and Highway 2A. Sidewalks remain open and business access is unaffected. Pedestrian crossings will be in place as shown. Parking signs will be installed around the project area to direct motorists to nearby public parking lots. To help plan your downtown activities this summer the City has produced a number of maps ([link](#)).

Stage 2: Estimated construction start - mid-May; estimated opening in late July.

Construction takes place as per the sequence described [here](#).



The road closure is expanded to the 51 Street intersection and the south end of 49C Avenue as the sanitary main replacement crew continues moving west. East of the 50 Street intersection, the concrete crew installs the 49 Street turnaround, constructs the new access to the Flatiron Plaza parking lot and replaces the sidewalk, curb and gutter.

The sidewalks remain open and business access is unaffected. Pedestrian crossings will be in place as shown.

Stage 3: Estimated construction start - mid-June; estimated opening in mid-August.

Construction takes place as per the sequence described [here](#).



The road closure is expanded to the 52 Street intersection as the sanitary replacement crew continues moving west. East of the 49C Avenue intersection, the concrete crew replaces the sidewalk, curb and gutter. The sidewalks remain open and business access is unaffected. Pedestrian crossings will be in place as shown.

Stage 1 area is opened to motorists on a temporary road surface, and landscaping/streetlight crews may be onsite in this area.

Stage 4: Estimated construction start - mid-July; estimated opening in early September.

Construction takes place as per the sequence described [here](#).



The road closure is expanded to the west of the 52 Street intersection as the sanitary replacement crew continues moving west. East of the 52 Street intersection, the concrete crew replaces the sidewalk, curb and gutter. The sidewalks remain open and business access is unaffected. Pedestrian crossings will be in place as shown.

Stage 2 area is opened to motorists on a temporary road surface and landscaping and streetlight crews may be on site in stage areas 1 and 2.

Stage 5: Estimated construction start - mid-July; estimated opening in early October.

Construction takes place as per the sequence described [here](#).



The road closure is expanded to west of the 53 Street intersection as the sanitary replacement crew continues moving west. East of the 53 Street intersection, the concrete crew realigns the 52 Street intersection, constructs new pedestrian bulb-outs and replaces the sidewalk, curb and gutter. The sidewalks remain open and business access is unaffected. Pedestrian crossings will be in place as shown.

When the sanitary replacement crew is complete, the concrete crew moves west and completes the sidewalk, curb and gutter replacements west of 52 Street.

Stage 3 area is opened to motorists on a temporary road surface. Landscaping and streetlight crews are very likely in stage areas 1-3.



CITY OF
LACOMBE

... living life with **BALANCE!**

[Doing Business -](#)

[Living -](#)

[Visiting -](#)

[How Do I... -](#)

[Business Directory](#)

[Bylaws & policies](#)

[City Publications](#)

[Community Economic
Development](#)

[Council meetings & agendas](#)

▼ [Engineering](#)

[2019 Major Construction](#)

[Transportation Master Plan](#)

[Safety](#)

[Roundabout](#)

▼ [2017 Main Street
Improvements](#)

[Construction stages &
schedules](#)

▶ [Getting around during
construction](#)

[About the 2017 Main
Street Project](#)

[2017 Main Street Project:
Notices & updates](#)

[City of Lacombe Speed
Zone Survey](#)

[Finance & budgets](#)

[Lacombe Business Toolkit](#)

[Planning and Development
Services](#)

[RFPs, RFQs & tenders](#)

[Doing Business](#) » [Engineering](#) » [2017 Main Street Improvements](#)

Getting around during construction

Font Size: [□ □ □](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

Downtown businesses and sidewalks will be open during construction, and we have taken measures to minimize impacts to make your shopping experience easier.

Find out where you can park, and where you can walk to get to your destination.

Downtown Interactive Map

Click on the image below to view the interactive map, inclusive of construction stages, detours, pedestrian access, parking zones and more!



Parking

[Click to enlarge.](#)



Pedestrian Access

[Click to enlarge.](#)



Project engagement framework

Phase of Project	Type of Engagement	IAP2 Spectrum	Estimated date of activity
Downtown stakeholders (business and property owners and organizations)			
Kick-off	Downtown stakeholder interactive meetings	Involve	February 13 th 2019 June 3 rd and 4 th 2019
Preliminary design review	Downtown stakeholder interactive walking meetings	Involve	July 30 th 2019 August 1 st 2019 <i>Additional dates will be scheduled if necessary</i>
Community-wide			
Preliminary design review	Community-wide interactive walking meetings	Consult	Fall 2019 <i>Specific dates TBD</i>
Preliminary design review	Survey focused on human-scale design elements	Consult	Fall 2019 <i>Specific dates TBD</i>
Preliminary design review	Universal access working group	Consult	Fall 2019 <i>Specific dates TBD</i>
Community outreach (general)	Project webpage and print materials	Inform/consult	Fall/Winter 2019 Spring 2020 <i>Specific dates TBD</i>

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?

Yes: A visual “look book” for the human-scale design element options available to the

Town will be prepared for use in the community interactive walking tours and the survey, both of which will be launched in the Fall of this year.

3. Select the level of participation

Action required?

No: Given the scope of the project, the elements of the project that can be altered based on stakeholder and community feedback are finite, as clarified in the project overview. Therefore, the Involve part of the spectrum for the first rounds of dialogue with the downtown stakeholders and consult/inform for later rounds of dialogue with the community provide the greatest clarity regarding how and where feedback can be incorporated into final design elements for the project.

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

Action required?

No: The decision process will be guided by the elements of the project that can be altered based on stakeholder and community feedback.

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.

Summary of downtown stakeholder feedback so far

Reference to the scope of the project and fixed elements of the project area have been made numerous times in this plan. It is worth clarifying that the preliminary designs being prepared for the upcoming downtown stakeholder walking meetings have been informed by discussions with the downtown stakeholders who have provided feedback thus far, either by way of email or by attending the kick-off meetings that have already been held. It was clear from the beginnings of discussions, and from reviewing previous dialogue efforts undertaken in 2012/2013 by MPE Engineering, that parking and business access remain a primary concern.

Recognizing the fundamental benefit of providing spaces within the downtown area for vehicles (good, functional parking and driving lanes), and people (sidewalks with enough space to move, to provide areas for sitting, resting and visiting, and areas for updated furnishings such as street lights and waste receptacles), and space for visually appealing and functional vegetation i.e. street trees, the r-o-w available to achieve the above is fixed. Put simply, the street is only so wide. Therefore, the width of sidewalks can be increased slightly from the current width, while still accommodating parking in a similar way that it is accommodated today. This is what is meant by fixed elements of the downtown revitalization project. Those elements that are not quite as fixed, such as the styling of street furnishings and wayfinding signage, can and will be the focus of feedback once the final widths for the pedestrian and vehicle rights-of-way are set.

PROJECT BACKGROUND

DESCRIPTION OF THE OVERALL PROJECT OR INITIATIVE:	Downtown revitalization that is focused on the three blocks between 20 th Avenue/20 th Street and 20 th Avenue/17 th Street, and including sanitary line upgrades/replacements, and surface upgrades (road, sidewalk, and all elements within these spaces)
THE DECISION BEING MADE IS:	What will the style be for the street furnishings such as benches, waste receptacles, street lights, and street trees
DECISION MAKERS	Council, with guidance from the downtown stakeholders and the broader community
THE SCOPE (IMPACT, AND COMPLEXITY) OF THIS DECISION IS:	High impact, relatively complex
THE TIMELINE FOR THIS DECISION IS:	4 months (July 2019 to October/November 2019)
THE PUBLIC IS BEING INVOLVED IN BECAUSE:	The human-scale design elements of the project should reflect the stakeholder/community's feedback AND to ensure good project communication throughout the construction phase of the project.
LEVEL OF INVOLVEMENT:	Collaborate/inform/involve (depending on project phase)
THE SPECIFIC INFORMATION BEING SOUGHT IS:	What is the specific design motif that should be selected for the human-scale design elements of this project?
HOW WILL INFORMATION BE USED IN THE DECISION MAKING?	The design motif for the human-scale elements of the project that is selected by way of stakeholder/community feedback will be provided to Council as guidance for a final decision on the specific design motif that is selected for the downtown area.

STAKEHOLDERS

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

Downtown Revitalization – Stakeholder Register – Current to July 24, 2019				
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
Town staff	Staff	Various	Town of Coaldale	Internal
John Thomas, or designate, and staff	Development Technologist	External agency stakeholder	Alberta Transportation	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 Downtown businesses	External
	Seniors	External stakeholders	Sunny South Lodge Seniors Centre All individuals of retirement age	
	Universal access	External stakeholders <i>Community advisors</i>	Residents who may have or have in the past had compromised mobility, vision, hearing, or other sensory compromises and can provide insight as to the current and potential future challenges of downtown from a specific perspective	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

A clear understanding of the objective, and the focus of the project should allow for the tools and techniques recommended by the International Association for Public Participation (IAP2) to 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 share what they want to be included in the new facility
- The new facility is most likely to be successful

The current understanding of the public participation objectives is:

Downtown Revitalization: Overarching Objective

To answer the question of “what should the design motif be for the human-scale elements of the downtown revitalization project, including elements such as street furniture, streetlights, waste receptacles, street trees, and wayfinding signage”, and to “test” preliminary design for universal access downtown users to ensure the street is comfortable and accessible for all members of the community.

To achieve this objective, a comprehensive framework is proposed below.

Downtown Revitalization: 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)
Preliminary design review	CONSULT/INVOLVE <i>Consult</i> <i>To obtain public feedback on analysis, alternatives, and/or decisions.</i> <i>Involve</i> <i>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</i> <i>(as per IAP2 spectrum)</i>	To have a clear and comprehensive understanding of what human-scale elements the community wishes to have included in the downtown area <ul style="list-style-type: none"> By the end of October 	<ul style="list-style-type: none"> What are the options available to choose from for human-scale elements such as street furniture, street lights, waste receptacles, and wayfinding signage 	<ul style="list-style-type: none"> Downtown stakeholder walking meetings Community walking meetings Survey 	A clear understanding of the design motif the community would like for the human-scale elements of the downtown area	Stakeholder walking meetings to be held July 30 th and August 1 st Community walking meetings scheduled for Fall 2019 Survey to be live by Fall 2019
Preliminary design review	CONSULT/INVOLVE <i>Consult</i> <i>To obtain public feedback on analysis, alternatives, and/or decisions.</i> <i>Involve</i> <i>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</i> <i>(as per IAP2 spectrum)</i>	To bring a group of interested community members together who may currently have or in the past have had universal access constraints relating to mobility, vision, hearing or any of the other senses that is willing to provide specific insights regarding the current and potential future challenges of navigating the downtown area <ul style="list-style-type: none"> By the end of September 	<ul style="list-style-type: none"> What are the design elements of the revitalization project that can be altered to better accommodate universal access needs 	<ul style="list-style-type: none"> Universal access community working group 	To ensure the final design and ultimately the construction and use of the downtown area proactively accounts for the needs of universal access users	Call for working group members to go out mid-August, with a closing date of early September, in order that the working group can begin reviewing plans with enough time to make changes where necessary/feasible
Community outreach (general)	INFORM <i>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions</i> <i>(as per IAP2 spectrum)</i>	To communicate with the community WHEN, WHY AND HOW of each construction phase of the project <ul style="list-style-type: none"> By end of 2019 With a shared understanding 	<ul style="list-style-type: none"> WHEN construction will begin, HOW it will be phased, HOW businesses and organizations will be impacted, HOW those impacts will be minimized 	<ul style="list-style-type: none"> Comprehensive project webpage and static project materials available for those who wish to have static materials Both updated regularly 	A central location for all project information, with the information being clear, concise and regularly updated	After final design is completed

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.