

NEW OFFICIAL PLAN FOR THE MUNICIPALITY OF WEST ELGIN

Public Engagement and Communications Plan

February 10, 2021

1. PROJECT OVERVIEW AND CONTEXT

In accordance with the Planning Act, municipalities are required to prepare an Official Plan that sets out the goals, objectives and policies to manage and direct physical change and the effects on social, economic, built and natural environment of the municipality. Municipalities are required to review their Official Plans every five years to determine whether updates are required to the Official Plan to address prescribed matters and any directions set out in the Planning Act. Municipalities are also required to review their Official Plans following the approval of an upper-tier Official Plan within one year of their approval to ensure that the local Official Plan conforms to that of the upper tier.

The current Official Plan for the Municipality of West Elgin was adopted by Council on February 21, 2008 and approved with modifications by the Ministry of Municipal Affairs and Housing on February 7, 2011. Since the time of approval, a number of modifications have been made to the Official Plan, including modifications as a result of an Ontario Municipal Board decision (OMB, now Local Planning Appeals Tribunal in August of 2013. Following the Board decision and order, the Official Plan was consolidated in November 2013 to include the Board ordered changes as well as revisions for the purposes of clarity and accuracy.

Since the approval of the Official Plan, a number of changes have occurred at the Provincial and County level, including:

- The introduction of two new Provincial Policy Statements; one in 2014 and most recently an updated version which came into effect on May 1, 2020 and includes a number of new policy directions and topics including development charges and community benefits; providing for market-based and affordable housing and permitting secondary suites; and,
- A new Official Plan for the County of Elgin (2013, last consolidated in 2015).

In addition to these policy changes, the County is in the process of updating its Natural Heritage System and is in the initiation stages of its own Official Plan Review process.

Given the requirements under the Planning Act, and those factors noted above, the Municipality of West Elgin has initiated a process to develop a New Official Plan.

1.1 Approach to the New Official Plan

As noted above, in accordance with the Planning Act, two options are available to municipalities with respect to the Official Plan:

1. Municipalities may review their existing Official Plan and implement any updates to address conformity with upper-tier and provincial plans as well as matters of provincial interest through an Official Plan Amendment (commonly referred to as a 'Five-year Review'); or,
2. Municipalities may prepare a new Official Plan to implement and address matters of provincial and upper-tier conformity as well as address matters of provincial interest and, following completion of the new official plan, repeal the existing Official Plan and replace it with the new Official Plan.

In the case of this project, the Municipality has determined the appropriate course of action is to proceed with the preparation of a New Official Plan which would replace the existing Official Plan following its approval.

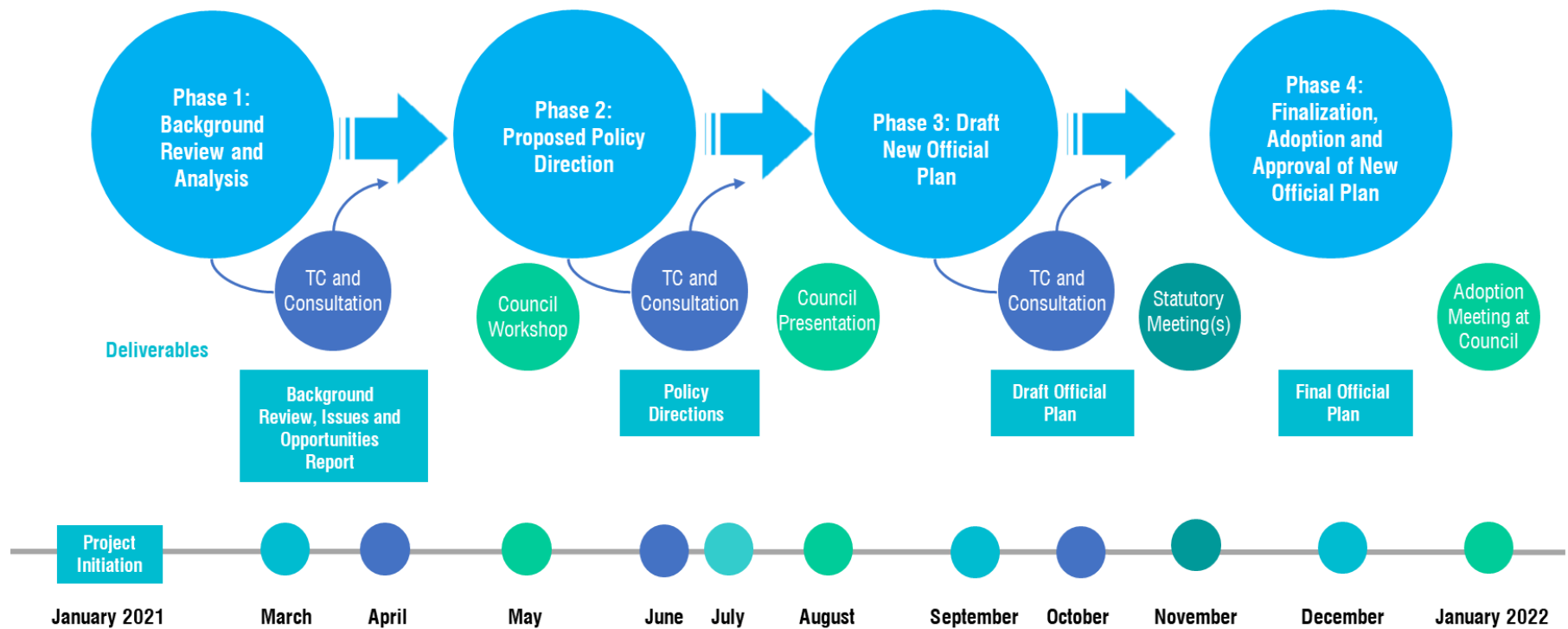
1.2 Public Engagement and Communications Plan- Purpose

The Planning Act sets out the minimum requirements for what is to be included as part of either of the process options noted above, including public consultation and engagement. The purpose of this Public Engagement and Communications Plan is to:

- Identify risk factors for the engagement process;
- Identify key stakeholders to be engaged throughout the various project phases;
- Establish engagement goals and key messages for the study;
- Describe how the public and stakeholders will be engaged in the project;
- Identify how the statutory requirements under the Planning Act will be met;
- Outline the roles, responsibilities and resources required for executing the Public Engagement and Communications Plan.

1.3 Project Timeline

The New Official Plan project is set to be conducted in four phases that are highly iterative in nature, with each phase building upon the previous and involving feedback loops with stakeholders, the public and the established Project Technical Committee (TC). The project process and general timeline is illustrated on the following page.



Engagement with key stakeholders, the community and Council will take place throughout this process. A series of engagement activities are identified and outlined in this document.

2. ENGAGEMENT RISKS

The risk factors that have been considered with respect to project engagement are described below.

2.1 COVID-19

We are cognizant that the COVID-19 pandemic may challenge the ability to engage in-person with staff, Council, stakeholders and the community throughout the course of the project. As a company, Dillon has been quick to adapt to the changing circumstances and is able to provide alternative forms of meaningful engagement and communication with the public and stakeholders through digital platforms and have specialists on the team who have a sound understanding of the digital platforms available to allow for virtual participation and input. Additionally, we will work with Municipality staff to utilize the Municipality's website (westelgin.net) to prepare a project landing page with critical information to allow for dissemination of project materials and communication with visitors to the site.

We understand that due to the geographical location of the Municipality of West Elgin and the population demographics, there are likely a number of residents who do not have access to internet technology or who may not be technologically savvy. In order to allow for their participation throughout the process, it is understood that Municipal staff will be available to respond to inquiries via telephone and are able to provide hard-copies of reports and other project information through the planning counter for those interested in participating but unable to access the virtual tools.

Should any provincial guidelines respecting social-distancing be altered such that in-person engagement and communication is permitted, our work plan has been developed to switch-course as appropriate in later stages of the project.

3. KEY STAKEHOLDERS AND WORKING GROUPS

3.1 Stakeholders

The table below organizes the stakeholders identified at the kickoff meeting into a number of groups based on impact and influence. This classification is as follows:

Decision Maker: Those who make decisions on adoption and approval of the plan (West Elgin Council for adoption and Elgin County for approval)

Primary: Stakeholders or members of the community likely to be directly impacted by decisions or those that provide direct input to decision makers

Secondary: Those likely to be indirectly impacted

Stakeholder Category	Stakeholder
Decision Maker	Municipality of West Elgin Council Elgin County
Primary	Landowners with interests for conversion of employment lands Landowners with interest in boundary expansion Residential Development Industry/ Developers <ul style="list-style-type: none"> • Howard Culligan (Planner is Caroline Baker) • Louis Arvai • Aldo Carnaci • Munawar Rana Lakeshore stakeholders (yacht clubs, recreational trailer parks) Rodney-Aldborough Agricultural Society
Secondary	Community Organizations (e.g. Lions Clubs, Kiwanis, Policing Committee, etc.) General public

3.2 Working Groups

The following groups will meet at regular intervals throughout the project lifecycle:

The Project Team

The Project Core Team consists of the Municipality's planner and project manager, along with the consulting team. This group will have regular phone calls and video-conference check-ins on an as-needed basis to monitor project progress, discuss findings and resolve any issues that may arise.

The Project Technical Committee

The Project Technical Committee (TC) consists of a number of representatives from within the Municipality to share information, assist with issue identification, and provide technical input on deliverables from the perspective of their discipline/ area of expertise. The TC includes the following members:

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- Heather James, Planner
- Jana Nethercott, Clerk
- Magda Badvra, CAO and Treasurer
- Lee Gosnell, Manager of Operations and Community Services
- Paddy Kennedy, Kelly Martel and Zoe Sotirakos- Land Use/ Policy Planning- Dillon Consulting
- Erik Karvinen- Land Analysis- Watson and Associates

Representatives from Elgin County Planning may be called upon to attend the TC meetings from time to time. The TC is scheduled to meet five (5) times throughout the course of the project, through virtual meetings.

4. OVERALL ENGAGEMENT PRINCIPLES

4.1 Goals

The following goals for engagement have been developed for this project

- Create an open and transparent process for gathering feedback from stakeholders and the community
- Hear from a diverse array of interested residents and stakeholders
- Work closely with Council, residents and stakeholders in the identification of issues, development of policy directions and preparation of the new Official Plan
- Keep residents informed and respond to inquiries in a timely fashion
- Clearly demonstrate the decision making process, how stakeholder feedback was incorporated and why decisions were made
- Develop community and stakeholder support and buy-in for the New Official Plan

4.2 Objectives

The public engagement objectives for this project are to:

- INFORM residents and stakeholders about the project, its process, the background information and technical analysis completed by the Project Team;
- CONSULT with residents and stakeholders on preliminary findings and policy directions to receive feedback and identify issues, opportunities and local considerations to be resolved through the development of a New Official Plan;
- INVOLVE residents and stakeholders to ensure feedback received has been clearly understood and incorporated, as appropriate

- CONSULT with residents and stakeholders in formulating policy recommendations and solutions as part of the New Official Plan

5. TACTICAL DELIVERANCES/ TIMELINE

Engagement Objectives	Tactics and Timing	Participants	Roles and Responsibilities
Phase 1- Background Review			
Spectrum of Engagement: Inform, Consult			
Launch the project, solicit participation, update stakeholders and interested parties, generate interest	Notice of Project Initiation and Project Webpage Launch (Work Plan Task 1.5) Late February 2021	<ul style="list-style-type: none"> Consulting Team and Municipal Staff Webpage visitors 	<ul style="list-style-type: none"> Consulting team to provide content materials to municipal staff for webpage Municipal staff to circulate project initiation per statutory requirements for giving notice
	Formal meeting of Council to Launch the New OP per Planning Act Requirements (Virtual meeting) (Work Plan Task 1.6) Early March 2021	<ul style="list-style-type: none"> Consulting Team and Municipal Staff Council Members of the public 	<ul style="list-style-type: none"> Consulting team to provide content materials to staff for review Municipal staff to prepare covering information report and circulate notice per statutory requirements Consulting team to present
Phase 2- Policy Directions			
Spectrum of Engagement: Inform, Consult, Involve			
Inform Council of project status and policy directions, obtain	Council Workshop on Key Directions to provide an	<ul style="list-style-type: none"> Consulting Team and Municipal staff 	<ul style="list-style-type: none"> Consulting team to develop materials for workshop, TC to

direction and endorsement of policy directions to advance the preparation of the Draft New Official Plan	opportunity for Council to discuss and bring forward to the project team any specific issues they may have identified with the current Official Plan that should be addressed (Work Plan Task 2.1) Late May 2021	<ul style="list-style-type: none"> • Council 	provide input and comment on materials in advance of workshop <ul style="list-style-type: none"> • If virtual, municipal staff to host through corporate zoom account
	Webpage Update/ E-Blast (Work Plan Task 2.5) Late July 2021	<ul style="list-style-type: none"> • Consulting Team and Municipal Staff • Webpage visitors 	<ul style="list-style-type: none"> • Consulting team to provide content materials to municipal staff for webpage • Municipal staff to update webpage
	Council Presentation to update Council of project status and present main policy recommendations (Work Plan Task 2.6) August 2021	<ul style="list-style-type: none"> • Consulting Team and Municipal staff • Council 	<ul style="list-style-type: none"> • Consulting team to prepare presentation materials for meeting to Municipal planning staff for comment and input in advance of meeting
Phase 3- Draft New Official Plan			
Spectrum of Engagement: Inform, Consult, Involve, Collaborate			
Present the Draft New Official Plan, obtain feedback and input from agencies, stakeholders and the public to inform the	Agency and Stakeholder Consultation (Work Plan Task 3.3) Late September/ Early October 2021	<ul style="list-style-type: none"> • Consulting Team • Identified Stakeholders 	<ul style="list-style-type: none"> • The consulting team to meet with the County and Conservation Authority to obtain feedback on the Official Plan

refinement and finalization of the New Official Plan			<ul style="list-style-type: none"> If any specific matters have been raised by participants, the consulting team will conduct follow-up calls, as needed
	Webpage Update/ E-Blast (Work Plan Task 3.5) Mid- October 2021	<ul style="list-style-type: none"> Consulting Team and Municipal Staff Webpage visitors 	<ul style="list-style-type: none"> Consulting team to provide content materials to municipal staff for webpage Municipal staff to update webpage
	Statutory Public Open House (Work Plan Task 3.6) Late October/ Early November 2021	<ul style="list-style-type: none"> Consulting Team and Municipal Staff Council Stakeholders and members of the public 	<ul style="list-style-type: none"> Consulting team to prepare open house materials If virtual, municipality staff to host through corporate zoom account Municipal staff to prepare and circulate notice in accordance with statutory requirements
Phase 4- Refinement and Finalization of New Official Plan			
Spectrum of Engagement: Inform, Consult			
Obtain any further input to inform the finalization of the New Official Plan	Follow-up Agency and Stakeholder Meetings (Work Plan Task 4.2)	<ul style="list-style-type: none"> Consulting Team Identified Stakeholders 	<ul style="list-style-type: none"> If there are further follow-up meetings required in order to finalize and refine the Official Plan based on feedback received in Phase 3, the

	Late October/ Early November 2021		Consulting team will meet with those stakeholders in order to finalize the Official Plan
Continue engagement with the public while refining and implementing the final version of the New Official Plan	Webpage Update/ E-Blast (Work Plan Task 4.5) Early November 2021	<ul style="list-style-type: none"> Consulting Team and Municipal Staff Webpage visitors 	<ul style="list-style-type: none"> Consulting team to provide content materials to municipal staff for webpage Municipal staff to update webpage
	Statutory Public Meeting (Work Plan Task 4.6) Late November 2021	<ul style="list-style-type: none"> Consulting Team and Municipal Staff Council Stakeholders and members of the public 	<ul style="list-style-type: none"> Consulting team to prepare meeting materials If virtual, municipality staff to host through corporate zoom account Municipal staff to prepare and circulate notice in accordance with statutory requirements
	Webpage Update/ E-Blast (Work Plan Task 4.11) December 2021	<ul style="list-style-type: none"> Consulting Team and Municipal Staff Webpage visitors 	<ul style="list-style-type: none"> Consulting team to provide content materials to municipal staff for webpage Municipal staff to update webpage
	Adoption Meeting/ Final Presentation to Council (Work Plan Task 4.12) January 2022	<ul style="list-style-type: none"> Consulting Team and Municipal Staff Council Stakeholders and members of the public 	<ul style="list-style-type: none"> Consulting team to prepare meeting materials If virtual, municipality staff to host through corporate zoom account

			<ul style="list-style-type: none"> • Municipal staff to prepare and circulate notice in accordance with statutory requirements
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