Involving Edmonton Public Plan

Project: Land development application (new plan/plan amendment, rezoning and/or road closure)

Department/Branch Responsible: Planning and Development

Project Manager: Planner and / or Senior Planner

Consultant (if applicable): n/a

Draft or Final Plan: Final

Other city participants or partners: Transportation, Parks Branch and Drainage Services as required.

The Public Involvement Input Commitment is:

We give affected property owners, and other parties potentially interested in land development applications, appropriate opportunities to be involved in the process in order to:

- Meet statutory requirements.
- Ensure stakeholders clearly understand the proposal and process.
- Request input that could improve the proposal and / or address issues it raises.
- Learn whether any significant opposition exists, and if encountered bring disagreeing parties together in search of a balanced solution – have everyone at the table together.
- Inform City Council of stakeholder response to the proposal and make an informed recommendation regarding it.

We commit to carefully assess applications from the perspective of public involvement. If we determine that a proposal is standard and unlikely to generate significant public interest, our public involvement approach will follow standard practice. If we determine otherwise, whether initially or in the course of the process, we will broaden the scope of the involvement effort as required, always customizing the public involvement process to the specifics of the matter at hand. We also commit to be open about the City's interests (goals, policies, direction, etc.) regarding the application.

This plan has been vetted through the Public Involvement Readiness Test (p. 57)

_____ Sign off

Background: Summary of Worksheets I and II

Description of the overall project or initiative:	Application for one or more of the following: • Adoption of or change to an area or neighbourhood plan. • Change to zoning that applies to a particular area. • Closure of a road right-of-way, whether or not a road is actually in use within the right-of-way.
The decision being made is:	Approval or refusal of the application.
Decision makers:	City Council will make the final decision considering the recommendations of the Planning and Development Department (on behalf of Administration) and the opinions of identified stakeholders.
The scope (impact, and complexity) of this decision:	It could affect the current and future land use and development rights of the property owners and surrounding landowners and the way the area develops.
The timeline for this decision is:	The timeline depends on the resolution of technical issues, public concerns and administrative requirements. It generally takes at least 4 to 6 months from application to Council decision. Sometimes proposals are put on hold as the result of one issue or another; some are withdrawn such that there never is a Council decision. (When an application is reactivated after a long period of inactivity, the public will be recontacted on the same basis as would a City department or utility agency which had provided a time sensitive comment.) Important note: Public involvement is to work within established application timelines.
The public is being involved to:	• Meet statutory requirements. • Ensure stakeholders clearly understand the proposal and process. • Request input that could improve the proposal and / or address issues it raises. • Learn whether any significant opposition exists, and if encountered bring disagreeing parties together in search of a balanced solution – have everyone at the table together. • Inform City Council of stakeholder response to the proposal and make an informed recommendation regarding it.
Level of involvement:	The level of involvement will vary according to the complexity of the proposal.

Information Sharing *Standard approach*	Consultation *Broadened approach*		Active Participation	
• Sharing information to build awareness	• Testing ideas or concepts to build knowledge	• Collaborating to develop solutions to build commitment	• Sharing decision making to build ownership	• Delegating decision making to build responsibility

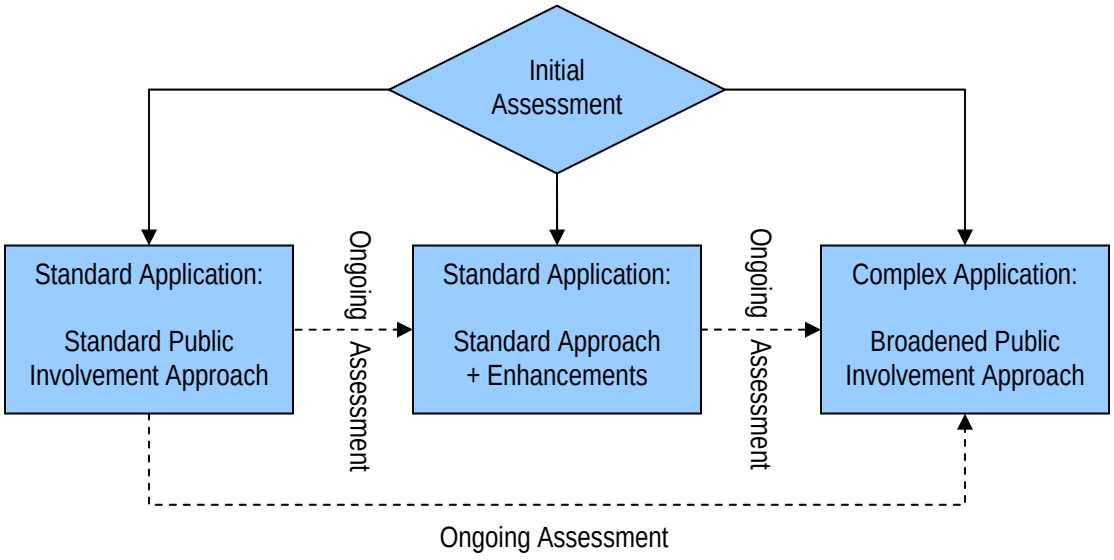
The specific information being sought:	• The level of support of impacted stakeholders. • Suggestions to improve the proposal and / or address issues it raises.
How will information be used in the decision making?	• To help find solutions to identified issues / challenges. • To discuss with the applicant possible changes to the proposal. • To help formulate the Planning and Development Department recommendation regarding the proposal. • To summarize comments received during the land development application process for Council to consider when making its decision.

Public Involvement Methods Strategy

Use the following checklist to assess an application's complexity and / or likeliness to generate public interest / opposition:

- ❑ The application could (or could be perceived to) fundamentally change the nature of the community (appearance, ambiance, economic base, traffic, safety, green space, etc.).
- ❑ The application could (or could be perceived to) significantly affect property owners, businesses and / or other stakeholders.
- ❑ The application could (or could be perceived to) set a precedent for other applications.
- ❑ The application is in an area or on a site with a history of significant public interest / opposition or contested City Council public hearings regarding previous planning proposals.
- ❑ The application relates to an issue with high public or City Council profile.
- ❑ City Administration has significant concerns with the application.
- ❑ An issue of significant public interest / opposition has unexpectedly arisen.

This assessment, both initially when a proposal is received and on an ongoing basis during the process, will help determine the nature of the public involvement approach. As the figure below indicates, the approach will be broadened during the process as necessary. Such broadening should always be adapted to the specifics of the matter at hand – never applied mechanically.



Summary of Worksheet IV and Stakeholder Identification Strategy/ Public Involvement Methods Strategy

Important note: The methods in the following table should inform a strategic thinking process regarding an appropriate public involvement approach for the proposed application. Never apply them mechanically. Find additional information on these and additional involvement methods in sources such as the *Involving Edmonton Handbook* (City of Edmonton), *Effectively Engaging the Public* (Planning and Development) and the *Community Consultation Guide* (Edmonton Federation of Community Leagues). Determine methods in consultation with relevant stakeholders and document which methods were selected and why.

Potential Participants	Proposed Level of Involvement (Information Sharing, Consultation, or Active Participation)	Involvement Strategy
Owners of property within a minimum of 60 m of the area of the proposed application (expanded using discretion based on potential impact).* Associated community league(s), area council(s), business revitalization zone(s).	<u>Standard approach</u> • Primarily information sharing to build awareness. • Consultation – determining whether there is any feedback regarding the proposal, including suggested minor refinements. <u>Broadened approach</u> • Information sharing to build awareness. • Consultation – determining extent and depth of public reaction to the proposal; receiving input on key public interests; bridging these interests with those of the applicant; testing solutions; collaborating to develop solutions.	<u>Standard approach</u> • Immediately after application: advance notification letter.* • Prior to Council decision: public hearing notice letter* that includes link to Council agenda/report on City website. • Public hearing. <u>Broadened approach</u> Standard approach will be enhanced with methods such as the following: • Encouraging developer to talk to stakeholders early in the process and offering to be involved. *(Pre-application consultation conducted by applicant standard for DC2 rezonings.)* • City web page about application. • Expanded letter-mailing area.* • Information sign(s) posted at subject property. *(Standard for rezonings that do not conform to applicable statutory plan; required for road closures affecting circulation.)* • Public event letter* and public event (e.g. open house, public meeting, workshop). *(Standard for new plans/ plan amendments.)* • Special meeting(s). • Neutral facilitator bringing all stakeholders together.

General public, especially people who have an interest in the area but don't own property nearby (e.g. residential and commercial renters, commuters, students).	<u>Standard approach</u> • Primarily information sharing to build awareness. • Consultation – determining whether there is any feedback regarding the proposal, including suggested minor refinements. <u>Broadened approach</u> • Information sharing to build awareness. • Consultation – determining extent and depth of public reaction to the proposal; receiving input on key public interests; bridging these interests with those of the applicant; testing solutions; collaborating to develop solutions.	<u>Standard approach</u> • List of applications and their status on City's website. • Prior to Council decision: public hearing newspaper advertisements that include a link to Council agenda / report on City web site. • Council agenda/report on City web site. • Public hearing. <u>Broadened approach</u> Standard approach will be enhanced with methods such as the following: • Encouraging developer to talk to stakeholders early in the process and offering to be involved. • City web page about application. • Information sign(s) posted at subject property. *(Standard for rezonings that do not conform to applicable statutory plan; required for road closures affecting circulation.)* • Special notification methods (e.g. hand delivered flyers, message boards, signs at key off-site locations). • Advertisement of public event and public event (e.g. open house, public meeting, workshop). *(Standard for new plans/ plan amendments.)* • Special meeting(s). • Neutral facilitator bringing all
Applicant.	<u>Standard approach</u> • Active participation – deciding whether to modify, delay or withdraw proposal if asked. <u>Broadened approach</u> • Consultation – determining solutions that could bridge his/her interests with those of the public; collaborating to develop solutions. • Active participation – deciding whether to modify, delay or withdraw proposal if asked.	<u>Standard approach</u> • Attending meetings as required regarding technical issues. • Council agenda/report on City web site. • Public hearing. <u>Broadened approach</u> Standard approach will be enhanced with methods such as the following: • Talking to stakeholders early in the process where possible. • Attendance at public event *(standard for new plans/ plan amendments)* and / or special meeting(s) as required. • Neutral facilitator bringing all stakeholders together.

City departments including Planning and Development and utility agencies (as required).	<u>Standard or broadened approach</u> • Information sharing to build awareness. • Consultation – providing technical feedback. • Active participation – helping formulate the Planning and Development recommendation.	<u>Standard approach</u> • Openly representing the City's interests (goals, policies, direction, etc.). • Proposal review (circulation). • Circulation comments. • Meetings as required. <u>Broadened approach</u> Standard approach will be enhanced with methods such as the following: • Encouraging developer to talk to stakeholders early in the process and offering to be involved. • Attendance at public event *(standard for new plans/ plan amendments)* and / or special meeting(s) as required. • Neutral facilitator bringing all stakeholders together.

* Notification letters are sent out to owners of properties within at a minimum of 60 m of the site of a proposed plan, rezoning or road closure, as well as to the associated community leagues, area councils and business revitalization zones. Notification should be expanded based on the following principles:

- The checklist on page 3 indicates that the application is complex and / or likely to generate public interest / opposition.
- The notification area should have reasonable boundaries (e.g. roadway, blockface). Where required, expand the area to include all properties on a block, within a cul-de-sac or along an affected roadway. See examples in Appendix.
- For new plans and plan amendments, owners of all properties within the plan and 60 m beyond the boundaries of the plan should be notified, as well as the community league(s), area council(s) and/or business revitalization zone(s) within this area.
- For rezonings outside the boundaries of an approved plan or not consistent with an applicable plan, the minimum notification area will be expanded beyond 60 m based on expected impact.
- For road closures affecting circulation, owners of all properties within 60 m plus those abutting the affected road from intersection to intersection on either side of the site should be notified as a minimum.

Special Outreach Strategy

See Tips for Outreach (p. 15)

Public requiring Outreach	Strategy
Depending on individual situations.	As required, provide translators, use cultural community representatives and / or seek advice from the following regarding outreach to specific populations: • Multicultural Brokers: tessie@ecn.ab.ca • Aboriginal: leona.carter@edmonton.ca

	• Children: elvie.debenedetto@edmonton.ca • Youth: jennifer.wong@edmonton.ca • Seniors: brenda.wong@edmonton.ca • Persons with a disability: disability@edmonton.ca

Resource Strategy

Summary of Public Involvement Resource Strategy

Public Involvement Budget

Staff/Contractors.	P&D Staff: included in department budget. Facilitator from Community Services Dept.: overtime. Qualified volunteer mediators (Mediation & Restorative Justice Centre): no charge. Professional facilitators: $500 - $1500 per day.
Technical information and materials.	Technical information provided by applicant. Presentation materials generally provided by applicant.
Communication.	Letter mailing and advertising of public event (if required) included in department budget. Public hearing newspaper advertisements paid by applicant. Sign(s) (if required) paid by applicant.
Logistics.	Venue for public event (if required) included in department budget.
Participant Expenses.	Not applicable.

Staff time for

Event planning and attendance.	(If required) 5 – 10 hours for Planning Tech, 4 – 8 hours for Planner, 3 – 5 hours for Senior Planner.
Special meetings.	Variable for Planner, Planning Tech, Senior Planner.
Communication with stakeholders.	• Letter preparation / mailing: approx. total of 2 - 6 hours for Planner, Planning Tech, Bylaw Amendment Officer. • Telephone contacts / meetings with stakeholders: variable for Planner. • Newspaper advertisements: approx. total of 2 – 4 hours for Planner, Bylaw Amendment Officer, Graphics Designer and / or Draftsperson.
Display preparation.	• Application map: 1 – 2 hours for Planning Tech. • Presentation for public event (if required): 1 – 3 hours for Planning Tech and / or Planner.

Data Management Strategy

(Link to Data Tracking Template) See Data Management Tips

Information gathered	How it will be recorded/managed/integrated into planning considerations
Written or oral comments in response to advance notification letter, list of applications on City web site, public event if required, etc.	• Detailed responses will be inserted in POSSE's (City information management system) "Documents" or "Notes" tabs. • Responses will be summarized under "Recipients" tab of POSSE'S "Notification" process. • Comments will be addressed with the applicant as necessary. Issues raised in comments (and responses to them) will be summarized in Council report.
Responses from City departments and other technical agencies.	• Responses are automatically inserted in POSSE through the e-circulation system. • Responses will be addressed with the applicant as necessary. Issues raised in responses (and responses to them) will be summarized in Council report.
Applicant's responses to comments from members of the public and City departments and other technical agencies.	• Responses will be inserted in POSSE'S "Documents" or "Notes" tabs and summarized in Council report.

Communication Strategy

Communication Strategy Template, Working with Stakeholders and Communication Process Tips, Process Tools and Methods

Target Audience	Key Messages and timing	Information Sharing Tool
Surrounding property owners, community leagues, area councils, business associations.	• Information about a proposal or application. • What is your feedback?	• Encouraging developer to talk to stakeholders early in the process and offering to be involved. • Pre-application consultation if required.
	• An application was received. • Information about the application. • The process is… • What is your feedback? • Department contact information.	• Advance notification letter. • Sign(s) if required.

	• Applicant contact information.	
	• The status of the application is… • The factors considered in this kind of application are… • The issues we're addressing are… • What is your feedback?	• Public event if required. • Ongoing communication as queries arise or need dictates.
	• Application is going to City Council for approval. • What we've heard is that… • What we've done as a result is… • Planning and Development Department recommends that… • You can speak at the public hearing by…	• Public hearing notice letter that includes a link to Council agenda / report on City web site. • Council agenda / report on City web site
General public, especially people who have an interest in the area but don't own property nearby (e.g. residential and commercial renters, commuters, students).	• Information about a proposal or application. • What is your feedback?	• Encouraging developer to talk to stakeholders early in the process and offering to be involved.
	• An application was received. • Information about the application. • Department contact information. • Applicant contact information.	• List of applications and their status on City's website. • Sign(s) if required.
	• The status of the application is… • Here are the factors considered in this kind of application. • The issues we're addressing are… • What is your feedback?	• Ongoing communication as queries arise or need dictates.
	• Application is going to City Council for approval. • What we've heard is that… • What we've done as a result is… • Planning and Development Department recommends that the bylaw be… • You can speak at the public hearing by…	• Public hearing newspaper advertisements that include a link to Council agenda / report on City web site. • Council agenda / report on City web site.
Ward Councillors.	• An application was received. • Information about the application. • Here is the process and opportunities for citizens to participate. • Department contact information. • Applicant contact information.	• Advance notification letter.
	• The status of the application is…	• Public event if required.

	• Here are the factors considered in this kind of application. • The issues we're addressing are…	• Ongoing communication as queries arise or need dictates.
City Council.	• Details of the application. • Community and technical input received. • How input was integrated into planning considerations. • Planning and Development Department recommends that the bylaw be…	• Council report.

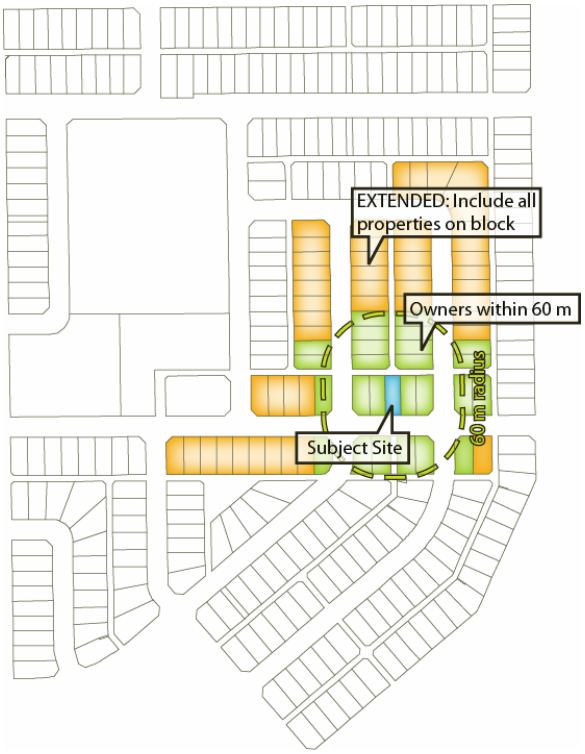
Evaluation Strategy

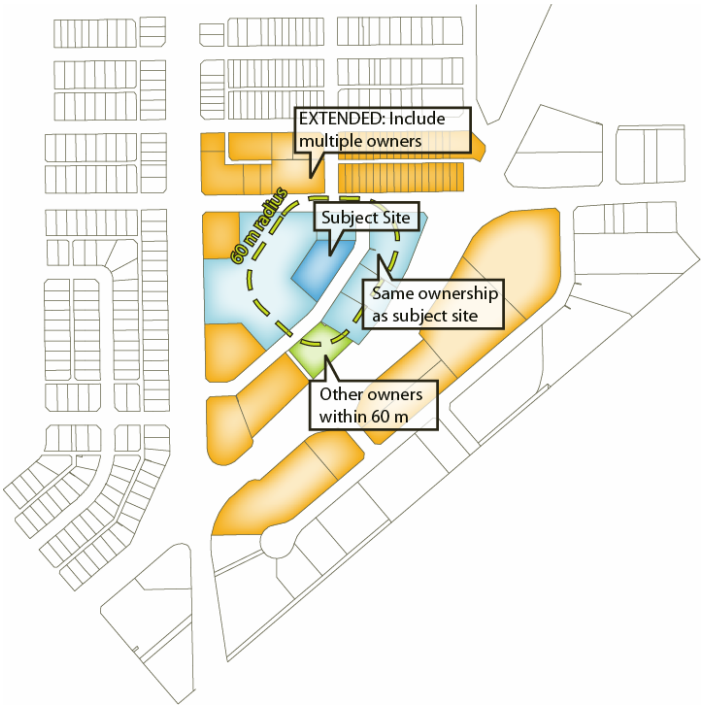
Process Evaluation Strategy, Evaluation and Monitoring Tips

What are the indicators of success for the public involvement process?	<u>Standard approach</u> • Increased understanding in the community regarding application. • No significant opposition to application. • Council is able to make informed decision. <u>Broadened approach</u> • Increased understanding in the community regarding application. • The appropriate people are involved at the appropriate time in an appropriate way. • All issues raised in the process have been addressed, preferably in a way agreeable to all parties. The highest level of agreement between the stakeholders has been attained. • Input to City Council is an accurate reflection of the (possibly diverging) views of the stakeholders voiced or expressed through the consultation process. • Council is able to make informed decision.
What will we measure or evaluate about the public involvement process?	• Number, type and quality of public comments received. • Amount of media coverage of proposal. • Number of attendees at public event (if required). Type and quality of comments made at the event. • Issues identified and addressed through the process. • Number, type and quality of speakers at the public hearing.
When and how	• During the process and soon after the Council decision is made.
What will we do with the results of the evaluation?	• Evaluation during the process may lead the Planner and Senior Planner to broaden the public involvement approach. • Evaluation after the process will be used to more effectively determine public involvement approaches to future applications.

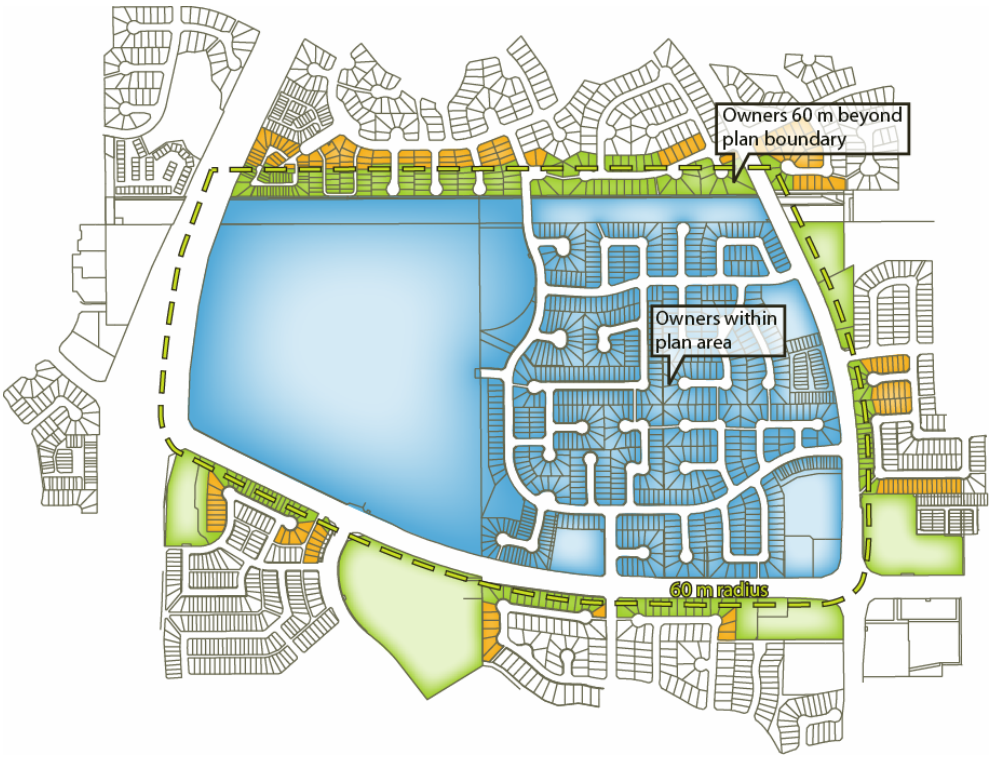
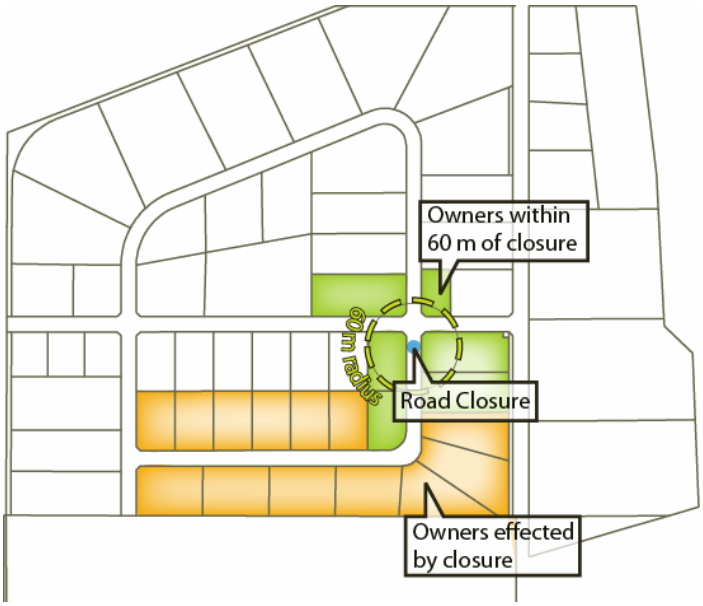
Appendix Notification Area Expansion Examples

Rezoning Notifications





Plan Notification



Road Closure Notification