

Communications & Engagement Plan

for the Empress LUB



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Prepared by:
Palliser Regional Municipal Services

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1.0 INTRODUCTION

1.1 PROJECT BACKGROUND

The Municipal Government Act requires that all municipalities in Alberta adopt a Land Use Bylaw (LUB). The Empress Land Use Bylaw (LUB) directs the use and development of lands and buildings. By establishing land use districts (zoning), the LUB regulates the types of activities and buildings that can occur on any specific property. It also contains regulations, such as building height, maximum parcel coverage and building setbacks from property lines.

A draft LUB will be prepared by Palliser Regional Municipal Services and reviewed by the Village of Empress Administration. The LUB review process is illustrated below:



1.2 C&E PLAN PURPOSE

The purpose of this Communications and Engagement (C&E) Plan for the Empress LUB is to outline the goals, stakeholders, approach, tactics, and events related to the communications and engagement aspects of the project.

1.3 C&E GOALS

The overall goals for the C&E aspects of the project are as follows:





- Build trust with the community and stakeholders
- Generate excitement and enthusiasm for the Empress LUB review project
- Provide opportunities for feedback and obtain representative feedback from the community

- Generate project awareness and education about best practices in community planning so citizens can provide meaningful and informed feedback
- Incorporate local knowledge into the LUB
- Ensure the feedback loop is closed by sharing back to the community what was heard.

2.0 THE C&E PLAN

2.1 WHO WILL WE ENGAGE & HOW?

The International Association of Public Participation (IAP2) has created a matrix that outlines a spectrum of public engagement. The IAP2 spectrum of engagement has been customized below for the Empress LUB.

	INFORM & CONSULT	LISTEN & LEARN	COLLABORATE	DECISION MAKERS
				
Stakeholders	<p>Tier 3:</p> <ul style="list-style-type: none"> • Residents • Business owners 	<p>Tier 2B:</p> <ul style="list-style-type: none"> • Residents • Business owners 	<p>Tier 2A:</p> <ul style="list-style-type: none"> • Village Administration 	<p>Tier 1:</p> <ul style="list-style-type: none"> • Village Council
Overview	Obtain feedback to test ideas or concepts and clarify issues, identify possible solutions.	Create opportunities to enter into a dialogue to explore each other's perspectives, plans and concerns.	Collaborate, where possible, including alternatives and preferred solutions.	Final decision-making in the hands of those elected.
Example Tactics	Website information, newspaper advertisements	Open house & surveys to obtain feedback on draft plans	Online and in-person meetings, reviewing of draft documents	Public Hearing, Council meetings
Promise	"We promise to inform the broader community through a variety of mediums and making all information about the project accessible."	"We promise that we will look to stakeholders for innovation, advice, guidance, and win-win solutions, and we promise to incorporate the outcomes of our collaborative efforts into the development of the MDP."	"We promise to work collaboratively with the Village Administration."	"We promise to inform Village Council of the engagement process and how local values and Village policy has been translated into the LUB."

2.2 WHAT DOES 'REPRESENTATION' MEAN?

One of the challenges of public engagement is to achieve 'representation' in the feedback received from the community during the project. To our team 'representation' means receiving feedback from a broad demographic of individuals and groups that generally represent the population at-large of the Village of Empress.

2.3 WHAT ENGAGEMENT ACTIVITIES WILL WE DO?

Below represents a proposed timeline and sequencing of engagement activities.

Date	Tactic (s)	Who's Responsible?
COMMUNICATIONS May 2024	Post information on Empress website and social media of LUB project and proposed timelines	<ul style="list-style-type: none"> - PRMS to provide information and images - Empress Administration to post
COMMUNICATIONS May 2024	Prepare newsletter article on LUB project and timelines	<ul style="list-style-type: none"> - PRMS to provide text - Empress Administration to design and print newsletter in standard Empress newsletter format
COMMUNICATIONS July/August 2024	Post Draft MDP on Website	<ul style="list-style-type: none"> - PRMS to provide draft LUB - Empress Administration to post on website and advertise on Village's social media accounts
ENGAGEMENT Sept/Oct 2024	Survey <ul style="list-style-type: none"> - Release the draft LUB and a survey 	<ul style="list-style-type: none"> - PRMS to prepare survey - Empress Administration to post or distribute
COMMUNICATIONS November 2024	What We Heard Report <ul style="list-style-type: none"> - An official record of the comments and feedback provided. Provide to Council and post on website. 	<ul style="list-style-type: none"> - PRMS to prepare report - Empress Administration to post on website
COMMUNICATIONS December 2024	Public Hearing Notification <ul style="list-style-type: none"> - Must be advertised in newspaper 2 consecutive weeks, post on website & social media 	<ul style="list-style-type: none"> - PRMS to provide notification - Empress Administration to post notices
ENGAGEMENT January 2025	Public Hearing <ul style="list-style-type: none"> - Affected persons provided an opportunity to be heard by Council 	<ul style="list-style-type: none"> - Council and Administration to hold public hearing - PRMS to listen to public feedback

2.4 HOW DOES THE COMMUNITY COMMUNICATE?

Every community is different and that includes how people communicate best and most efficiently. Today there are lots of different hard copy and online platforms for communication.


Preferred Communication Methods	When
Utility Bill Mail-Out	Bi-monthly, as desired
Village's Facebook	As desired
Newspaper	Required for public hearing notice
Village Website	As desired

2.5 HOW DO WE MEASURE SUCCESS?

The following parameters can be used to measure the success of the engagement process:

- Successful execution of engagement tactics and tools;
- Number of stakeholder connections and their active participation in the LUB;
- Positive/neutral/negative feedback from stakeholders; and
- Number of participants or number of surveys returned.

2.6 PROJECT TEAM KEY CONTACTS AND INFORMATION

 PROJECT TEAM PRIMARY CONTACT
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 ONLINE PRESENCE
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