



Involving Edmonton Public Plan

Project: Zoning Bylaw Text Amendment

Department/Branch Responsible: Current Planning Branch

Project Manager: Planner and / or Senior Planner

Consultant (if applicable): N/A

Draft or Final Plan: Draft

Other city participants or partners: varies as needed

The Public Involvement Input Commitment is:

To give appropriate involvement opportunities to all parties interested in proposed Text Amendments to the Zoning Bylaw, in order to:

- Meet statutory requirements;
- Ensure that stakeholders clearly understand the proposal and process;
- Invite input that could improve the proposal and/or address the issues raised;
- Discover if significant opposition exists, and to strive for a balanced solution with the disagreeing parties when it does; and
- Inform City Council of stakeholder response and enhance their ability to make fully informed decisions about bylaw amendments.

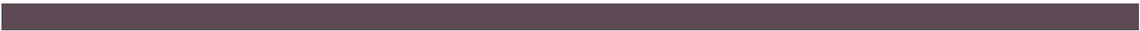
We commit to carefully assess Text Amendments from the perspective of public involvement. If there is reasonable expectation that a proposed change is minor in nature and unlikely to generate significant public interest, our public involvement approach will follow a standard practice. If determined otherwise, whether initially or during the review process, we will broaden the scope of the involvement effort as required and customize the public involvement process to address the specifics of the proposed amendment. We also commit to be open about the City's interests (goals, policies, direction, etc.) regarding any proposed Text Amendment.

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:	To change the Text of Edmonton Zoning Bylaw 12800				
The decision being made is:	To approve or refuse proposed Amendments to the Text of Edmonton Zoning Bylaw 12800				
Decision makers	<p>The Planning & Development Department makes decisions about the recommended course of action to City Council (via a Council Report).</p> <p>City Council makes the final decision regarding the approval or refusal of the proposed Text Amendment Bylaw.</p>				
The scope (impact, and complexity) of this decision is:	Text Amendments could affect the administrative and regulatory processes regarding land development in Edmonton. They could also affect the land use and built-form of Edmonton, as well as the land development rights of individual property owners.				
The timeline for this decision is:	<p>The timeline is dependant on the resolution of technical issues, public concerns and administrative requirements. It generally takes at 3 to 6 months to research, process and formulate a Text Amendment of minor scope, and much longer for complex Text Amendments of major scope. Occasionally, proposed Text Amendments are placed "on hold" due to various external issues.</p> <p>Important note: There are no statutory timelines for Bylaw Text Amendments</p>				
The public is being involved because:	<ul style="list-style-type: none"> - We must comply with statutory requirements. - We want to ensure that the proposed amendment is clearly understood by all stakeholders. - We want to receive input that could improve the proposed amendment. - We want to gauge the level of support for, or opposition to, the Text Amendment. - We want to inform City Council of stakeholder responses to the proposed amendment and help Council to make an informed decision. 				
Level of involvement:	This process predominantly fits in				
	INFORMATION SHARING Standard Approach		CONSULTATION Broadened Approach		ACTIVE PARTICIPATION
	<ul style="list-style-type: none"> • Sharing information to build awareness 	<ul style="list-style-type: none"> • Testing ideas or concepts to build knowledge 	<ul style="list-style-type: none"> • Collaborating to develop solutions to build commitment 	<ul style="list-style-type: none"> • Sharing decision making to build ownership 	<ul style="list-style-type: none"> • Delegating decision making to build responsibility



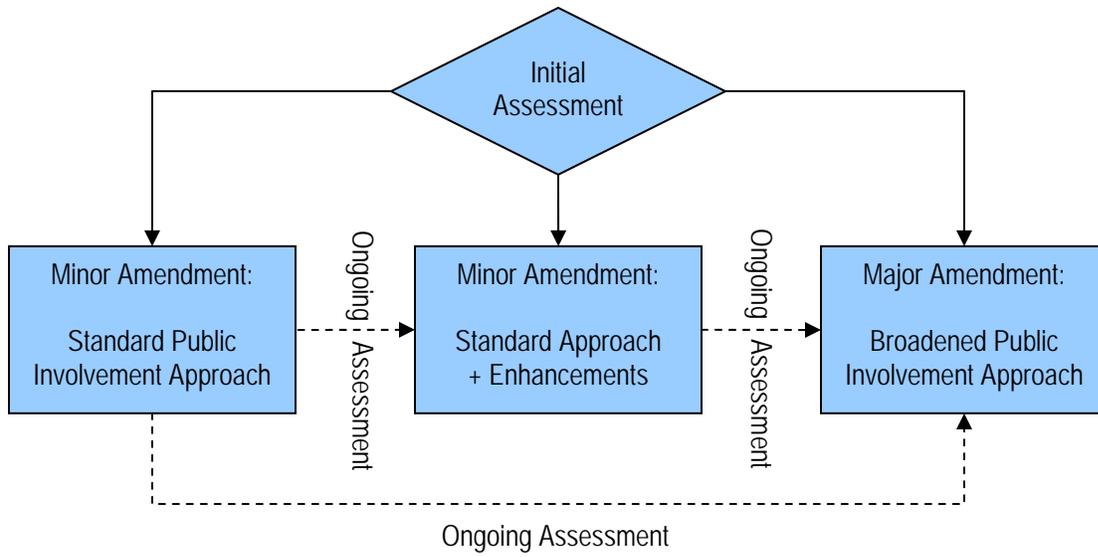
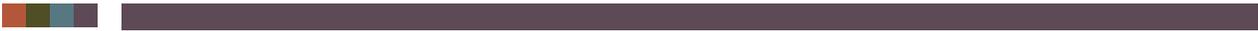
The specific information being sought is:	The level of support, or opposition, from impacted stakeholders. Suggestions that could improve the proposed amendment and / or address issues or concerns.
How will information be used in the decision making?	Some information could be used to identify unforeseen issues or concerns; Some information could be used to revise the proposed amendment; Some information could be used to formulate the Planning & Development Department's recommendation to City Council; All information will be used to brief City Council about the public consultation process; and Most information will be considered by City Council when making decision about the proposed amendment.

Public Involvement Methods Strategy

Use the following checklist to assess a Text Amendment's complexity and / or likeliness to generate public interest / opposition:

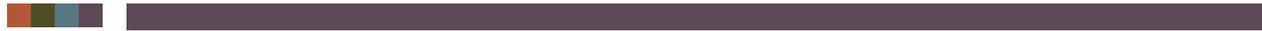
- The Amendment could (or could be perceived to) fundamentally change the nature of the community (appearance, ambiance, economic base, traffic, safety, green space, etc.).
- The Amendment could (or could be perceived to) significantly affect property owners, businesses and /or other stakeholders.
- The Amendment relates to a topic of high public or City Council profile and/or has a history of significant public interest/opposition/contested City Council public hearings regarding previous planning proposals.
- An issue of significant public interest / opposition has unexpectedly arisen.

This assessment will help determine the nature of the public involvement approach. As the figure below indicates, the approach will be broadened during the process if necessary. Such an expansion of scope should always be adapted to the specifics of the matter at hand.

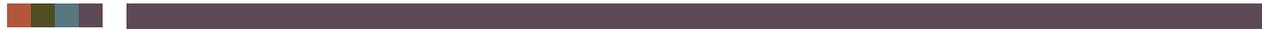


Public Involvement Methods Strategy

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



Potential Participants	Proposed Level of Involvement (Information Sharing, Consultation, or Active Participation)	Involvement Strategy
<p>Community Leagues (EFCL)</p> <p>Business Revitalization Zones (BRZ)</p> <p>Development Industry</p> <p>General Public</p> <p>Adjacent Municipalities</p>	<p><u>Standard approach</u></p> <p>Information Sharing to build awareness.</p> <p>Consultation to invite feedback from stakeholders re: identification of unforeseen issues and/or suggested refinements (minor).</p> <p><u>Broadened approach</u></p> <p>Standard approach will be enhanced with:</p> <p>Consultation to determine extent of stakeholder reaction to proposal; to invite and receive input on key interests; to actively collaborate with stakeholders to develop and test possible solutions.</p>	<p>Standard approach</p> <p>Circulation: Upon initiation of proposed Text Amendment: distribute information to stakeholder contacts (methods: E-mail and/or web site).</p> <p>Prior to City Council Decision: public hearing notice letter that includes link to Council agenda & report on City website.</p> <p>Public Hearing of City Council.</p> <p><u>Broadened approach</u></p> <p>Standard approach will be enhanced with methods such as the following:</p> <p>Inform stakeholders early in the process (i.e. when council / committee motion is received, or when Zoning Bylaw team begins investigation into issue(s) that are raised from various internal and/or external stakeholders).</p> <p>Add and maintain project on City Website.</p> <p>Special meetings, workshops, open houses and/or other public events.</p> <p>Newspaper ads to notify public and stakeholders about special meetings, workshops and/or public events.</p> <p>Use services of Process Facilitator if required.</p>



<p>Other City Departments.</p> <p>Other Sections/Branches of the Planning and Development Department.</p> <p>Utility agencies (as required).</p> <p>Adjacent Municipalities.</p> <p>Other levels of government (provincial or federal)</p>	<p><u>Standard approach</u></p> <p>Information Sharing to build awareness.</p> <p>Consultation to invite feedback from stakeholders re: identification of unforeseen issues and/or suggested refinements (minor).</p> <p><u>Broadened approach</u></p> <p>Standard approach will be enhanced with:</p> <p>Consultation to determine extent of stakeholder reaction to proposal; to invite and receive input on key interests; to actively collaborate with stakeholders to develop and test possible solutions.</p>	<p>Standard approach</p> <p>Circulation: Upon initiation of proposed Text Amendment: distribute information to stakeholder contacts (methods: E-mail and/or web site).</p> <p><u>Broadened approach</u></p> <p>Standard approach will be enhanced with methods such as the following:</p> <p>Inform stakeholders early in the process (i.e. when council / committee motion is received, or when Zoning Bylaw team begins investigation into issue(s) that are raised from various internal and/or external stakeholders).</p> <p>Add and maintain project on City Website.</p> <p>Special meetings and workshops.</p> <p>Use services of Process Facilitator if required.</p>
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Special Outreach Strategy

See *Tips for Outreach* (p. 15)

Public requiring Outreach	Strategy
<p>Depending on individual situations</p>	<p>As required, provide translators, use cultural community representatives and / or seek advice from the following regarding outreach to specific populations:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Multicultural Brokers: tessie@ecn.ab.ca <input type="checkbox"/> Aboriginal: leona.carter@edmonton.ca <input type="checkbox"/> Children: elvie.debenedetto@edmonton.ca <input type="checkbox"/> Youth: jennifer.wong@edmonton.ca <input type="checkbox"/> Seniors: brenda.wong@edmonton.ca <input type="checkbox"/> 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 P & D: overtime. Qualified volunteer mediators (Mediation & Restorative Justice Centre): no charge. Professional facilitators: \$500 - \$1500 per day
Technical information and materials	Technical information provided by P& D. Presentation materials provided by P& D.
Communication	Letter mailing and advertising of public event (if required) included in department budget. Public hearing newspaper advertisements paid by P&D.
Logistics	Venue for public event (if required) included in department budget.
Participant Expenses	Not applicable.

Staff time for

Event planning and participation	(If required – highly variable) 5 – 20 hours for Planning Tech, 4 – 12 hours for Planner, 3 – 8 hours for Senior Planner.
Special meetings	Variable for Planner, Planning Tech, Senior Planner
Communication with stakeholders	Letter preparation / mailing: (highly variable) 2 - 10 hours for Planner, Planning Tech, Bylaw Amendment Officer. Telephone / meetings with stakeholders: variable for Planner & Senior Planner. Newspaper advertisements: 2 – 6 hours for Planner, Bylaw Amendment Officer, Graphics Designer and / or Draftsperson.
Display preparation	(if required – highly variable) Presentations and displays for public event: 1 – 20 hours for Planning Tech, Planner and/or Graphics Designer / Draftsperson.

Data Management Strategy

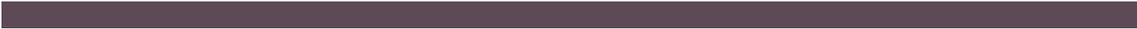
(Link to Data Tracking Template) See Data Management Tips

Information gathered	How it will be recorded/managed/integrated into planning considerations
Written or oral comments from Stakeholders in response to Circulation email, special meetings, workshops and/or public events.	<p>Detailed responses will be inserted in POSSE's (City information management system) "Documents" or "Notes" tabs.</p> <p>Details of public involvement process to be entered in City's Consultation Manager system</p> <p>Comments will be reviewed by Planner and/or Senior Planner. Issues raised in comments (and responses to them) will be summarized in Council report.</p>
Responses from City departments and other technical agencies.	<p>Responses are automatically inserted in POSSE through the e-circulation system.</p> <p>Responses will be addressed by Planner and/or Senior Planner as necessary. Issues raised in responses (and responses to them) will be summarized in Council report.</p>

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
Community Leagues (EFCL)	Information about the proposed Text Amendment.	Public event if required.
Business Revitalization Zones (BRZ)	Department contact information.	Ongoing communication as queries arise or need dictates.
Development Industry	The process is ...	Public hearing notice letter that includes a link to Council agenda/report on City web site.
General Public	The status is ...	
Adjacent Municipalities	The factors considered regarding this type of text amendment are...	Council agenda / report on City web site
Other levels of government (provincial / federal)	The issues we're addressing are...	
	What we've heard is that...	
	What we've done as a result	

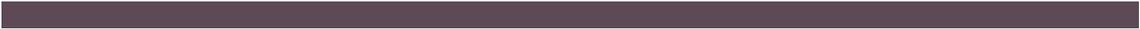


	<p>is...</p> <p>What is your feedback?</p> <p>The Planning and Development Department recommends that...</p> <p>Proposed Bylaw will be considered by City Council on (date and time).</p> <p>You can speak at the public hearing by...</p>	
City Council.	<p>Details about the proposed Text Amendment.</p> <p>Community and technical input received.</p> <p>How input was integrated into planning considerations.</p> <p>Planning and Development Department recommends that the bylaw be ...</p>	Council report.

Evaluation Strategy

Process Evaluation Strategy, Evaluation and Monitoring Tips

<p>What are the indicators of success for the public involvement process?</p>	<p><u>Standard approach</u></p> <p>Increased understanding among the stakeholders regarding proposed Amendment.</p> <p>Support for, or no opposition to, the proposed Amendment.</p> <p><input type="checkbox"/> Council is able to make informed decision.</p> <p><u>Broadened approach</u></p> <p>Increased understanding among stakeholders regarding proposed Amendment.</p> <p>The appropriate people were involved at the appropriate time, in an appropriate way.</p> <p>All issues raised during the process were</p>
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	<p>addressed, preferably in agreement with all parties. The highest level of agreement between stakeholders was attained.</p> <p>Input to City Council is an accurate reflection of the views that were expressed by stakeholders through the consultation process.</p> <p>Council was able to make an informed decision.</p>
What will we measure or evaluate about the public involvement process?	<p>The number, type and quality of public comments received.</p> <p>The amount of media coverage.</p> <p>The number of attendees at public events (if required). The type and quality of comments made at the event.</p> <p>The issues identified and addressed through the process.</p> <p>The number, type and quality of speakers at the public hearing.</p>
When and how	During the process and soon after the Council decision is made.
What will we do with the results of the evaluation?	<p>Evaluation during the process may lead the Planner and Senior Planner to broaden the public involvement approach.</p> <p>Evaluation after the process will be used to more effectively determine public involvement approaches to future Amendments.</p>