
Communication Protocol & Engagement Strategy

Town of Deep River Official Plan

Prepared for



Town of Deep River
100 Deep River Road
P.O. Box 400
Deep River, Ontario, K0J 1P0

Prepared by



Jp2g Consultants Inc.
12 International Drive, Pembroke, Ontario, K8A 6W5
T.613.735.2507 F.613.735.4513
Jp2g Project No. 2147572A

June 4, 2015

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Appendix A Engagement Plan – Deep River Official Plan Process



1 Report Purpose

This Communications Protocol and Engagement Strategy report has been prepared in accordance with Phase 1 of the Official Plan Review for the Town of Deep River, as described in our proposal of December 17, 2014. The purpose of this report is to identify all consultation, engagement, and reporting tasks required in order to complete the Official Plan Review process. This report should be received by the Official Plan Steering Committee at its next meeting for the purposes of endorsing or providing additional direction regarding the approach described herein.

2 Participants and Events

The Official Plan Review process is proposed to include several forms of consultation and engagement. The participants and events required to provide direction and/or input into the Official Plan Review are described as follows and summarized in the Engagement Plan included in Appendix A.

2.1 Council Meetings

Council for the Town of Deep River is recognized as the decision-making authority with respect to all Official Plan Review matters. At its regular meetings, it is anticipated that Council will receive minutes from the Official Plan Steering Committee for information purposes. Members of Council will also be invited to participate in the scanning and visioning workshops (Workshops #1 and #2 in attached Engagement Plan). Two public meetings will be held with Council; the first to review the Official Plan vision and the second to review the draft Official Plan. Council will receive reports on consultation with government agencies and community groups through the Steering Committee, and will be able to provide feedback and direction as appropriate. It is anticipated that through these engagement tools, Council will be fully informed and engaged throughout the Official Plan process.

As the decision-making authority, Council will review and adopt the final Official Plan document. It is anticipated that this will proceed in a two-step process. The first step will involve a first and second reading of the proposed Official Plan at a meeting of Council. Once Council has been given the opportunity to fully consider the Official Plan document, a third reading and adoption will take place at a subsequent Council meeting. This approach is intended to provide a suitable amount of time between first reading and final adoption for Council to complete a thorough review of the document.

2.2 Official Plan Steering Committee Meetings

The Official Plan Steering Committee (Steering Committee) is a committee of Council composed of the members of the Public Works and Planning Committee, along with two volunteer appointments from the general public. This five-person committee will provide guidance and direction to the Technical Team in all matters related to the Official Plan Review process. The Steering Committee will receive presentations and reports from the Technical Team at its scheduled meetings outlined in the Engagement Plan in Appendix A, and will report to Council at its regular meetings.

The Steering Committee will provide direction with respect to visioning, planning issues (scanning), and policy options identified by the Technical Team, and will review and recommend a draft Official Plan document for adoption by Council.

2.3 Consolidated Focus Group Workshops

In order to take advantage of the expertise available in the existing committees of Council, it is recommended that a Consolidated Focus Group be assembled consisting of all members of the Housing, Economic Development, and Environmental Advisory Committees. These advisory committees are made up of dedicated volunteers and community leaders that have been conducting valuable research, and have already put significant thought into community development issues related to the Official Plan. The terms of reference for the advisory committees dovetail well with the mandate and function of the Official Plan Steering Committee. Excerpts from the terms of reference for each committee are highlighted below:



- Housing Advisory Committee
 - o Committee Duties:
 - Act as a focus group in response to Council's initiatives relating to Housing options
 - Advise Council on good residential land use planning and allocation of funding distributed by other levels of government in the area of housing
 - Upon request, provide recommendations into planning processes to create community planning documents
 - Support the community implementation of strategies planning documents including the Official Plan

- Economic Development Advisory Committee
 - o Committee Duties:
 - Act as a focus group in response to Council's initiatives of Economic Development as well as to business groups and associations in the community
 - Identify emerging issues the Town needs to deal with to assist local Business
 - Recommend to Council strategies to support, retain and/or attract business investment in the community

- Environmental Advisory Committee
 - o Committee Duties:
 - Act as a focus group in response to Council's initiatives relating to the environment
 - Provide recommendations to Council relating to policies, procedures and regulations pertaining to municipal planning as they relate to the environment
 - Assist Council, if requested to identify research needs and environmental data gaps

In addition to the advisory committees, it is recommended that the unsuccessful Steering Committee respondents be invited to participate in the Consolidated Focus Group workshops. All members of Council should be invited to attend.

The Consolidated Focus Group will hold two workshops as indicated in the Engagement Plan in Appendix A.

Workshop #1

The purpose of the first workshop will be to identify planning issues and undertake an analysis of strengths, weaknesses, opportunities and threats (SWOT analysis) to the Town.

In preparation for this workshop, the technical team will compile a community profile using data gathering and research related to key planning issues. This research will include initial consultation with the County of Renfrew, Ministry of Transportation, Ministry of Natural Resources and Forestry, and Ministry of Tourism, Culture and Sport. The potential planning issues related to each agency is described in more detail in section 2.6. The intent with this early consultation is to identify any significant planning issues early in the process, so that those issues can be properly evaluated and incorporated into the Official Plan. Initial meetings with key community groups and organizations (e.g., CNL, Chamber of Commerce) will also be conducted to express the Town's intent to address their unique needs in the Official Plan, and to gather input related to those needs. An information package including the preliminary data gathering and research results will be provided to Focus Group participants prior to the workshop.

The structure of Workshop #1 will be as follows:

1. Orientation (15 minutes)
 - a. Review of Official Plan process

2. Community Profile and Context (1 hour)
 - a. Description of community and planning issues
 - b. Intended to get participants thinking about the subject matter of the Official Plan

3. SWOT Analysis (2 hours)
 - a. Four flipchart stations for each SWOT component (strengths, weaknesses, opportunities, threats)
 - b. Participant groups rotate through each station and add to the flipchart lists



- c. Discussion of results

Workshop #2

The second workshop will be an opportunity for Focus Group participants to identify a series of visions and objectives for the Town, which will serve as the basis of the Official Plan policies. In preparation for the workshop, the technical team will prepare a conceptual map of the Town's existing primary land use areas, and participants will be asked to articulate a vision for each area (e.g., downtown, waterfront, neighbourhoods), in addition to a broader town-wide vision. Focus Group participants will be invited on a bus tour of representative portions of each land use area identified on the conceptual land use map. The visions and objectives for each area will preface each section of the land use policies of the Official Plan.

The structure of Workshop #2 will be as follows:

1. Orientation (15 minutes)
 - a. Purpose of vision and objectives in Official Plans
 - b. Review of conceptual land use map
 - c. Distribute copies of conceptual land use map and comment form to participants
2. Bus Tour (2 hours)
 - a. Tour of representative portions of each land use area
 - b. Encourage participants to record their comments regarding vision and objectives for each area on their copy of the conceptual land use map
 - c. Interpretation of each location by technical team
3. Debrief (1 hour)
 - a. Drop-off at Town hall
 - b. Discussion and verbal comment
 - c. Request return of handouts by end of week

Reports from both workshops will be prepared by the Technical Team for consideration by the Official Plan Steering Committee.

In addition to the workshops, the Consolidated Focus Group will be able to continue participation in the Official Plan process through attendance at public meetings, the open house, reviewing and commenting on the draft Official Plan, accessing Official Plan information available through the Town's website, and participation at Council meetings including reading and adoption of the final Official Plan document.

2.4 Key Organizations/Groups Liaison

The Technical Team recognizes the important role that community organizations and businesses will have in the Official Plan Review process. The Technical Team will prepare a list of groups and organizations for recommendation to the Steering Committee as targeted participants in the consultation process. Once the list is confirmed and/or modified by the Steering Committee, the Technical Team will contact each participant to schedule an interview and/or group meeting to gather input. The goal of these meetings is to express the Town's intent to address their unique needs and interests in the Official Plan, and to gather input related to those needs and interests. Key participants in these events are anticipated to include Canadian Nuclear Laboratories and members of the business community, including the Chamber of Commerce.

Along with initial agency consultation, it will be necessary to consult some groups prior to Focus Group Workshop #1. The information gathered initially will inform the prepared content of the workshop.

In addition to the direct consultation with key organizations and groups, these participants can continue involvement in the Official Plan process through the public meetings and open house, Council meetings, and Official Plan resources available through the Town's website.

2.5 Public Meetings/Open House

The *Planning Act* requires that a minimum of one open house and one public meeting be held for public consultation purposes prior to adoption of the Official Plan by Council. Due to the focus on consultation in the proposed Engagement Plan, it is recommended that a total of two public meetings and one open house be held.

An early public meeting should be held to present the results of the planning issues (scanning/SWOT analysis) and vision resulting from the Consolidated Focus Group workshops. The intended outcome of this meeting is to gain community endorsement and buy-in for the issues identified in Workshop #1, and for the vision and objectives developed as a result of Workshop #2.

Once the Technical Team and the Steering Committee have completed a draft Official Plan, a statutory open house and public meeting should be subsequently held to present the draft Official Plan and solicit feedback. The feedback received during the statutory open house and public meeting can be incorporated through revisions to the draft Official Plan, at the direction of Council and/or the Steering Committee.

2.6 Agency Circulation

The *Planning Act* establishes the County of Renfrew as the approval authority for the Town of Deep River Official Plan. Prior to adoption of the Official Plan, the *Planning Act* requires that a draft of the Plan be circulated to the approval authority for review and comment. The comments from the approval authority are then considered and revisions made to the Plan before it is adopted by Council.

The County will be provided with a copy of the draft Official Plan prior to the statutory open house and public meeting. The timing of adoption of the Official Plan depends on the promptness of the County's review and comment. The proposed Engagement Plan allocates approximately three months to the County's review of the draft Official Plan.

The County has also requested that the Town circulate the draft Official Plan to provincial ministries prior to adoption. Comments will be received from each circulated ministry on the draft Official Plan, and the Town should consider these comments in the preparation of the Plan for adoption. It is anticipated that the following agencies will be consulted as part of the Official Plan process:

- Ministry of Natural Resources and Forestry (MNRF)
 - o Natural Heritage Systems
 - o Provincially Significant Wetlands
 - o Significant Wildlife Habitat
 - o Species at Risk
 - o Natural Hazards
 - o Areas of Natural and Scientific Interest (ANSIs)
- Ministry of Transportation (MTO)
 - o Highway 17 corridor
 - o Development adjacent to MTO lands
- Ministry of Tourism, Culture and Sport (MTCS)
 - o Archaeology
 - o Cultural Heritage
- Algonquins of Ontario (AOO)
 - o Crown land within Algonquin Land Claim boundary
 - o First Nations consultation

In addition to meeting the County of Renfrew's requirement for circulation of the draft Official Plan to the above agencies, early consultation will be required in order to establish the relevant planning issues to be discussed in Workshop #1. It is therefore requested that the Official Plan Steering Committee authorize the Technical Team to proceed with agency consultation on an immediate basis.



2.7 Technical Team

The Technical Team will serve in an executive role in the Official Plan process. The Technical Team will facilitate the consultation and engagement events, and will produce the documentation (reports, presentations, Official Plan policies) throughout the process. The Technical Team will also serve in an advisory role in regard to more technical matters (i.e., statistics, projections, capacities, legislation).

The Technical Team is anticipated to consist of the Town Chief Administrative Officer, Jp2g Consultants Inc., and any other Town staff (i.e., Planning Administrator, Director of Public Works) that may be able to contribute in an executive or advisory capacity.

The role of Jp2g Consultants Inc. will involve the majority of the document preparation, research and consultation activities throughout the project. Jp2g Consultants will collaborate with Town staff to receive input and direction on all deliverable items prior to submission to the Steering Committee and/or Council.

The Technical Team will prepare and deliver reports and the draft Official Plan for Steering Committee consideration at the milestones indicated in the Engagement Plan in Appendix A. The Technical Team will work closely with the Steering Committee at the Official Plan preparation stage (Steps 8 and 9 of the Engagement Plan) to develop an Official Plan document that addresses the issues, vision and objectives identified through the workshops and consultation, and ultimately positions the Town to thrive over the next 20 years. A “draft final” Official Plan will be recommended to Council for adoption by the Steering Committee once the required agency circulation is complete.

2.8 Reporting and Information Distribution

Information and documents prepared as part of the Official Plan review can be published using the technology currently available and used by residents. These tools may include the following information distribution methods:

- Town website
 - o Existing, dedicated website known to residents
 - o Already used by residents for other municipal purposes
- Facebook/Twitter
 - o Used by many residents for recreational purposes
 - o Networking function (“likes”, “groups”)
 - o Increasing usage as a news outlet
 - o Commonly used by municipalities for public information/notification purposes
 - o Can post images, videos and text
 - o Can link back to Town’s website for additional information
- Jp2g FTP Site
 - o Used for multi-stakeholder projects with large amounts of information
 - o Online access through web browser using login and password
 - o Link to FTP site can be created on Town website, eliminating the need to remember FTP address
 - o Functions similar to a web-based hard drive

To simplify participation for residents, workshop participants, community groups and organizations, it is recommended that an online comment form be developed. These forms can be accessed at any time, at any location with internet access. The form can be hosted on the Town website, Facebook page, or Twitter account. Comments submitted through the online comment form would be automatically sent to an email inbox (e.g., Jp2g or Town staff), consolidated by the Technical Team and included as part of the Steering Committee information packages.

3 Engagement Plan Timeline

Based on the proposed Engagement Plan in Appendix A, consideration of the present report by the Official Plan Steering Committee will conclude Phase 1 of the Official Plan process. The “Engagement and Analysis” phase (Phase 2) of the Engagement Plan is anticipated to run from June, 2015 to November, 2015, beginning with Workshop #1. Preparation of the draft Official Plan (Phase 3) will commence immediately following, and will require significant review and input from the Steering Committee. This step may require multiple rounds of drafting, review, and direction, and accordingly four months have been allocated to this task. The New Year falls within this time period, and has been considered in the time allocation.

4 Recommendation

The Official Plan Technical Team recommends that this report and the Engagement Plan in Appendix A be accepted and endorsed by the Official Plan Steering Committee. It is further requested that the Steering Committee authorize the Technical Team to proceed with early consultation with the relevant provincial ministries and community groups as part of the information gathering and research for Workshop #1.

Please contact us should you have any questions or require clarification on any matter discussed in this report.

Trusting this is satisfactory.

Yours truly,



Brian Whitehead, MA, MCIP, RPP
Principal, Director of Planning

Appendix A Engagement Plan – Deep River Official Plan Process

