



COUNTY COUNCIL – DECEMBER 15, 2009

## **Initiation of Picton-Hallowell and Wellington Secondary Plans Project**

### **Recommendations:**

The Commissioner of Planning recommends:

THAT the Planning Report dated December 15, 2009 regarding the Picton-Hallowell and Wellington Secondary Plans project be received.

THAT a project Steering Committee—comprised of the Mayor, the Ward Councillors for Picton, Hallowell and Wellington, the Commissioner of Planning, the Manager of Planning, the Municipal Planning Consultant, and the Commissioner of Public Works—be approved.

THAT the project Communication Plan include at least printed notices, the local media and Web-based formats.

THAT the project Steering Committee be authorized to finalize the details of the Communication Plan.

### **Background/Purpose:**

At its meeting on November 24, 2009, Council approved the Planning Commissioner's recommendation that IBI Group be awarded the contract for the Picton-Hallowell and Wellington Secondary Plans project. As set out in the IBI Proposal (November 2009), Phase 1 of the project is to begin with the formation of a single Steering Committee for both Secondary Plans. The Steering Committee's composition is to be determined by the County.

From the outset, the Steering Committee will need a communication plan to guide elements such as project mailings, website communications, media releases, etc. In January 2010 the IBI team will make a presentation to Council to summarize the scope of work and timeline, and receive any preliminary comments from Council on issues/concerns and goals/objectives to be considered in the planning process.

### **Analysis/Comment:**

1. Steering Committee

The IBI Proposal, under “Scope of Services,” shows a total of seven (7) task-specific Steering Committee meetings for the Secondary Plans project. Each meeting, except for two that are scheduled for Phase II – Existing Conditions Analysis, will be followed by a report to Council from the Commissioner of Planning.

To most effectively co-ordinate the tasks with required input from County departments, Provincial ministries, affected public agencies, community members and other interested parties, it is important that the Steering Committee’s composition allow it to function in an economic and effectual manner. Accordingly, the following membership is recommended: the Mayor; the Councillors for Wards 1 and 6, within which the Picton Urban Area is located; the Councillor for Ward 3, within which the Wellington Urban Area is located; the Commissioner of Planning, the Manager of Planning, the Municipal Planning Consultant; and the Commissioner of Public Works.

## 2. Communication Plan

The IBI consultant team believes that “the success of the public participation process lies in community engagement from the start of the project through to the finish.” To accomplish this, the team proposes the following methods to inform the community of upcoming meetings and other ways to participate in the planning process.

### 2.1 NOTICING

Appropriate notice for meetings and community workshops will be given in local media outlets that customarily receive printed notices.

### 2.2 WEB-BASED COMMUNICATIONS

All public sessions will be noticed through the municipal website (<[www.pecounty.on.ca](http://www.pecounty.on.ca)>) and the residents/visitors website (<[www.pec.on.ca](http://www.pec.on.ca)>). Also, other options such as the free-access networking website “Facebook” (<[www.facebook.com](http://www.facebook.com)>) will be considered. IBI will provide the consultation materials (presentations, display panels, handouts, etc.) to be uploaded on the websites.

### 2.3 ONLINE COMMENT FORM/SURVEY

To accommodate residents who may be unable to attend community workshops or public meetings, an online comment form/survey will be created. The comment form/survey will be linked off of the government and residents/visitors websites.

### 2.4 MEDIA

Local media coverage pertaining to the Secondary Plans will be encouraged. This could involve issuing press releases and holding informal meetings with members of the media.

### 2.5 COMMUNITY MEETING PLACES

Notices about upcoming community workshops and public meetings will be posted at meeting places such as coffee shops, libraries, post offices, arenas and fitness centres to encourage participation from a broad cross-section of the community.

As outlined in the IBI Proposal, it will be the responsibility of the Steering Committee to finalize the details of the Communication Plan.

Strategic Plan Implications:

The Secondary Plans project contributes to the strategic objective to manage growth and its impacts, and to preserve and promote the County's culture, identity and quality of life. The proposed Steering Committee and Communication Plan components contribute to the objective to provide an efficient, effective and responsive municipal government.

Financial Implications:

A Steering Committee and Communication Plan are part of the Picton-Hallowell and Wellington Secondary Plans project budget, as approved by Council on November 24, 2009.

Policy Implications:

The proposed Steering Committee and Communication Plan are consistent with the County of Prince Edward Official Plan Part VI, Section 1.14 - Public Participation and Amendment Procedure, with regard to the stated objectives in sub-section 1.14.1, and particularly with sub-section 1.14.2 which provides: "The County will notify affected landowners, applicable provincial and local agencies and community and special interest groups regarding Secondary Planning projects during the early components of the planning work programme to seek their input and advice."

Summary:

This report addresses the start-up of the Picton-Hallowell and Wellington Secondary Plans project. It recommends the Steering Committee's composition, and proposes a Communication Plan for contact with the public.

Submitted by: ***Bernard Shalka, Municipal Planning Consultant, December 8, 2009***

Approved by: ***Gerry Murphy, Commissioner of Planning, December 9, 2009***

CAO Approval