

Engagement and Communication Plan  
Municipal Development Plan & Land Use Bylaw Amendments  
Cypress County  
June 4<sup>th</sup>, 2021

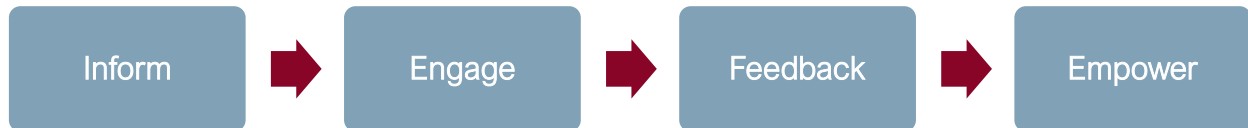


Prepared by:  
V3 Companies of Canada Ltd  
Suite 130, 2899 Broadmoor Blvd  
Edmonton, AB T6M 1S6

## 1.0 PROJECT OVERVIEW

### 1.1 INTRODUCTION

The purpose of this document is to outline the Engagement and Communication Plan for Cypress County. This Program seeks to gather local insight from stakeholders to prepare the County, and ultimately to obtain consensus around policies, regulations and land uses within the County's Municipal Development Plan (MDP) and Land Use Bylaw (LUB). The four-step consultation program is recognized by IAP2 as best practice for stakeholder consultation. This is illustrated in the following diagram:



### 1.2 PROJECT OBJECTIVES

The project objectives are to:

1. To listen and obtain input from stakeholders, decision makers, and the public on the amendments to the County's MDP and LUB. This falls on the **"consult level"** of the IAP2 spectrum.

## 2.0 RECOMMENDED ENGAGEMENT

### 2.1 ENGAGEMENT OBJECTIVES

The following table outlines the recommended level of engagement for stakeholders and the public for this project and the associated tools:

GROUPS	INFORM	ENGAGE	FEEDBACK	EMPOWER
Cypress County Administration	<ul style="list-style-type: none"> <li>▪ Kick off meeting</li> </ul>	<ul style="list-style-type: none"> <li>▪ Round Table Discussion Session</li> </ul>	<ul style="list-style-type: none"> <li>▪ Document Review</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public Hearing</li> </ul>
Cypress County Council	<ul style="list-style-type: none"> <li>▪ Administration to provide update</li> </ul>	<ul style="list-style-type: none"> <li>▪ Round Table Discussion Session</li> </ul>	<ul style="list-style-type: none"> <li>▪ Review Meeting</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public Hearing</li> </ul>
General Public & Stakeholders	<ul style="list-style-type: none"> <li>▪ Municipal Website</li> <li>▪ Virtual Information Session</li> </ul>	<ul style="list-style-type: none"> <li>▪ Virtual Survey</li> <li>▪ County website</li> <li>▪ Open House with Round Table Discussions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Open Houses</li> <li>▪ County website</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public Hearing</li> </ul>

ENGAGEMENT TOOLS	DESCRIPTION
Project Background Document	This two-page document will provide information to the audience on the why, what, and how related to the proposed amendments to the MDP and LUB and will be mailed out to property and business owners within the County.
Online media	The County's website will be used to keep stakeholders informed, engaged and the ability to provide feedback through different stages of the project.
Kick off meeting	Details are covered in Task 1.
Round Table Discussion	A round table discussion is a casual form of engagement. Due to COVID-19, restrictions to group sizes will need to comply with current health and safety regulations. Currently, the plan is to facilitate discussions in groups of 5 along with team members to flesh out ideas.
Open House	The Open House provides the ultimate opportunity to present a draft of the amendments to the MDP to all stakeholders to obtain feedback. Final revisions stemming from feedback received during the Open House will be incorporated into the amendments before being presented to Council.
Public Hearing/ Council Presentation	The formal presentation of the final amendments to the MDP and LUB to Council. Council will be able to ask questions and the Public will be able to express their opinions in front of Council.

## 2.2 INFORM

A project webpage on the County's municipal website will be set up to notify the general public of the project and its intent/purpose. The project team will prepare the content for the County to post on its website. The communication at this stage of the project will be focused on the objectives, processes and opportunities to provide input. On Monday, June 14<sup>th</sup> a virtual information session will be held via Microsoft Teams Live Events from 6:30pm to 7:30pm. This will be recorded and uploaded to the County's website after the meeting is over for viewing.

### Councillors

It is critical to engage the full Council early in the project to obtain a thorough understanding of Council's opinions and their expectations of the amendments to the MDP and LUB. The V3 team will conduct an inform session with Council where we will describe the project, and associated challenges and opportunities these amendments present. The sessions will also include a forum for the Councillors to outline their experiences with implementing the existing MDP and LUB, and what currently works in their communities and what does not.

### Local Stakeholders

At this initial step we recommend a two (2) page Project Backgrounder be prepared and placed onto the County's website to invite them to participate in the consultation program and to provide insight to the project. With the support of the County, we anticipate to have representatives (landowners, business owners, farmers, ranchers, etc.) who will bring insight on diverse topics including but not limited to residential, tourism and recreational, industrial, agriculture and transportation.

#### *Materials Needed:*

- *Presentation for Council*
- *Engagement worksheets for Council*
- *Project backgrounder (2-pages)*

## 2.3 ENGAGE

At the second step of the consultation program, the V3 project team will take a trip to engage with the County's Council, stakeholders and the community. This will involve individual working sessions with administration and Council during the day followed by an evening public open house where people can drop in to learn about the project and provide input in round table discussions.

The V3 project team will take a two (2) day trip to engage the County's diverse local stakeholders. During this engagement trip, Council and registered local stakeholders will be invited to participate in a series of structured round table discussion sessions. The intent is for these sessions to be effective and efficient sources for information collection as well as creating trust through open dialogue with the local stakeholders.

The following is our proposed schedule for the three (3) day engagement:

	Day 1 – June 16 <sup>th</sup> , 2021	Day 2 – June 17 <sup>th</sup> , 2021	Day 3 – June 18 <sup>th</sup> , 2021
<b>Morning</b>	<ul style="list-style-type: none"> <li>Meeting with County's PM</li> <li>Meeting with County Council (Session A)</li> </ul>	<ul style="list-style-type: none"> <li>Meeting with County's PM</li> <li>Session B: Meeting with Administration (10:00 – 12:00)</li> </ul>	<ul style="list-style-type: none"> <li>Internal Working Session</li> <li>Local Stakeholders #2 Round Table Session (9:00 – 14:00)</li> </ul>
<b>Afternoon</b>	<ul style="list-style-type: none"> <li>Meeting with County's PM</li> <li>Tour the County</li> </ul>	<ul style="list-style-type: none"> <li>Session C: Meeting with Administration (1:00 – 3:00)</li> </ul>	
<b>Evening</b>	<ul style="list-style-type: none"> <li><i>Project Team to stay in Cypress County (near Dunmore)/ Medicine Hat</i></li> </ul>	<ul style="list-style-type: none"> <li>Local Stakeholder Session #1 Round Table Session (18:00 – 21:00)</li> <li><i>Project Team to stay in Cypress County (near Dunmore)/ Medicine Hat</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Project Team returns to Edmonton</i></li> </ul>

### Council

After arriving in Cypress County, a brief meeting (Session A) will be held to confirm the three (3) day arrangement with the County's administration. In the morning, the V3 project team will meet with Council (Session A) presenting the findings to-date and having a discussion on the identified key issues that will also be discussed at the round table discussions later. Our recommendations regarding the amendments will also be shared with Council to obtain their feedback early on. This meeting aims to obtain Council's opinions and the expectations for the proposed amendments to the MDP and LUB, as well as gain their insight on what they would like to see changed and what they would like to retain.

### Local Stakeholders

During each round table session, we anticipate diverse opinions being provided by the local stakeholders. The goal is to confirm the existing issues and challenges and seek insight on what the stakeholders can "live with" within their communities.

In addition to the above, a series of structured questions will be placed on the County's website using SurveyMonkey that enables other members of the community to provide input. And, alternatively provide a paper copy of the survey to those members of the community who are not comfortable using or do not have access to technology to respond to the surveys. This enables an opportunity for those who cannot attend the open house to provide input in the process. A summary of the responses to the questions will be completed.

*Materials Needed:*

- *Advertisement for participants*
- *Presentation for Council/ administration*
- *Engagement material for Round Table discussions*
- *Display boards*
- *Content on County's website*
- *Survey on County's website*

**2.4 FEEDBACK**

Following the information and engagement process, the V3 team will take the comments received along with the background analysis and begin working on creating the draft amendments to the MDP and LUB. Once the draft has proceeded through a review with County administration, we would carry out one of the fundamental parts of the process that develop trust – the feedback loop. This involves returning to meet with the stakeholders, decision makers and public to present the draft amendments to the MDP and LUB and provide a copy of the draft “What We Heard” report on June 23<sup>rd</sup>, 2021 to obtain affirmation on whether it represents the views of the community. It enables us to understand if we missed anything important and more importantly whether it obtains buy-in. Any plan is only as good as the buy-in from the community and their decision makers. Based on the comments received the “What we Heard” report and the MDP and LUB would be edited if required and finalized. The MDP and LUB will also be referred to external agencies to formally invite them to comment on them.

*Materials Needed:*

- *Advertisement for Open House*
- *Presentation for Council/ administration*
- *Display boards*
- *Comment cards*
- *Content on County's Website*
- *Survey on County's Website*

**2.5 EMPOWER**

Through the formal public adoption process, the stakeholders and public will have an opportunity to present their support or opposition to the updated MDP and LUB including a further public open house scheduled for August 11<sup>th</sup>, 2021. Council will be empowered to make a decision on whether to adopt the updated MDP and LUB. The public hearing is scheduled for September 7<sup>th</sup>, 2021.

The above plan is also subject to any COVID-19 restrictions in place at the time of implementing the Engagement and Communication Plan.

*Materials Needed:*

- *Content for the County's website*
- *Advertisement for Public Hearing*
- *Presentation to Council*

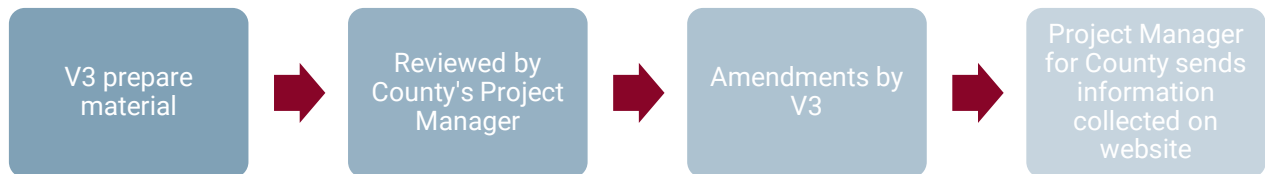
## 2.6 CONSULTATION SUMMARY

All information obtained will be recorded and appropriate responses provided in a quantitative or qualitative manner where relevant to the project. The document that will provide this information will be contained in “**What We Heard**” report. As part of developing trust is very important to transcribe comments as they are provided and respond to each even if the response is “Not Applicable”. This provides people with the ability to clearly see how their comments were addressed.

## 2.7 COMMUNICATION ON IMPLEMENTATION OF PLAN

In moving through with the implementation of this plan will be co-ordinated between V3’s Project Manager and the County’s designated Project Manager. All material prepared by V3 as part of this plan shall be reviewed by the County prior to being distributed for publication or posted on the County’s webpage.

The process between V3 and the County for review prior to information being sent out is as follows:



## APPENDIX A – Stakeholder List

Roger Clarke Prairie Rose School Div # 8 <a href="mailto:rogerclarke@prrd8.ca">rogerclarke@prrd8.ca</a>	Leah Olsen Alberta Transportation <a href="mailto:leah.olsen@gov.ab.ca">leah.olsen@gov.ab.ca</a>	CFB Suffield Terrina Proudfoot <a href="mailto:terrina.proudfoot@forces.gc.ca">terrina.proudfoot@forces.gc.ca</a>	Jeff Huntus City of MH Regional Airport <a href="mailto:jefhun@medicinehat.ca">jefhun@medicinehat.ca</a>
City of Medicine Hat Planning & Building Services Imran Ahmed <a href="mailto:imrahm@medicinehat.ca">imrahm@medicinehat.ca</a>	Town of Redcliff Brian Stehr <a href="mailto:brians@redcliff.ca">brians@redcliff.ca</a>	Jordon Christianson Special Areas <a href="mailto:Jordon.Christianson@specialareas.ab.ca">Jordon.Christianson@specialareas.ab.ca</a>	Lisa Kowalchuk Chamber of Commerce <a href="mailto:lisa@medicinehatchamber.com">lisa@medicinehatchamber.com</a>
Nathan Ogden County of Forty Mile No. 8 <a href="mailto:Nathan.Ogden@Fortymile.ab.ca">Nathan.Ogden@Fortymile.ab.ca</a>	Geoff Tiffin County of Newell <a href="mailto:tiffing@newellmail.ca">tiffing@newellmail.ca</a>	Linda Park St. Mary's River Irrigation District <a href="mailto:lpark@smrid.ab.ca">lpark@smrid.ab.ca</a>	Theresa Hardiker Verge Economic Development Alliance <a href="mailto:THardiker@verge-ed.ca">THardiker@verge-ed.ca</a>
Joanne Bronsch MD of Taber <a href="mailto:JBronsch@mdtaber.ab.ca">JBronsch@mdtaber.ab.ca</a>	Joe Sonnenberg NRCB <a href="mailto:Joe.Sonnenberg@nrcb.ca">Joe.Sonnenberg@nrcb.ca</a>	Desert Blume Homeowners Association Ivan Becker <a href="mailto:ibecker@memlane.com">ibecker@memlane.com</a>	Invest Medicine Hat Chris Perret <a href="mailto:chrper@medicinehat.ca">chrper@medicinehat.ca</a>
Peter Swain Alberta Environment & Parks <a href="mailto:peter.swain@gov.ab.ca">peter.swain@gov.ab.ca</a>	Cyrus Njung CP Rail <a href="mailto:Cyrus_Njung@cpr.ca">Cyrus_Njung@cpr.ca</a>	Dunmore Community Association <a href="mailto:dcadirectors@gmail.com">dcadirectors@gmail.com</a>	Schuler Community Association Amanda Roth <a href="mailto:schulercommunity@hotmail.com">schulercommunity@hotmail.com</a>
Irvine & District Ag Society Craig Vossler <a href="mailto:irvinerec@outlook.com">irvinerec@outlook.com</a>	Seven Persons Community Association Myrna Bushell <a href="mailto:Myrnabushell@yahoo.com">Myrnabushell@yahoo.com</a>	Suffield Community Association Daina Rance <a href="mailto:jaimemarie2000@yahoo.com">jaimemarie2000@yahoo.com</a>	Walsh Community Association <a href="mailto:rgeesor@xplornet.ca">rgeesor@xplornet.ca</a>
Veinerville Community Society Stephanie Rann <a href="mailto:tonychar1974@gmail.com">tonychar1974@gmail.com</a>	Hilda Community Association Cyril Anderst <a href="mailto:c.a.anderst@gmail.com">c.a.anderst@gmail.com</a>		