



REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Tara Buonpensiero, Senior Planner – Policy

DATE: June 14, 2013

REPORT NO.: PDS-2013-0050

RE: Vision Georgetown - Phase I Status Report
File D08 VG/Vision Georgetown Project

RECOMMENDATION:

THAT Report No. PDS-2013-0050, dated June 14, 2013 regarding the Phase I Status Report for the Vision Georgetown Project be received.

AND FURTHER THAT Council approve the Project Charter and Community Engagement Strategy as summarized in this Report and attached as Schedules A and C respectively.

BACKGROUND:

In May 2012, Council approved the Terms of Reference for the Southwest Georgetown Integrated Planning Project (now referred to as the Vision Georgetown Project). This study is being undertaken as an integrated planning project, with two main components, a land use planning study (or secondary plan) and a subwatershed study. This study will also fulfill Phases I and II of the Environmental Assessment process when planning for transportation and water/wastewater services. The project is being undertaken through six phases as outlined on Table 1.

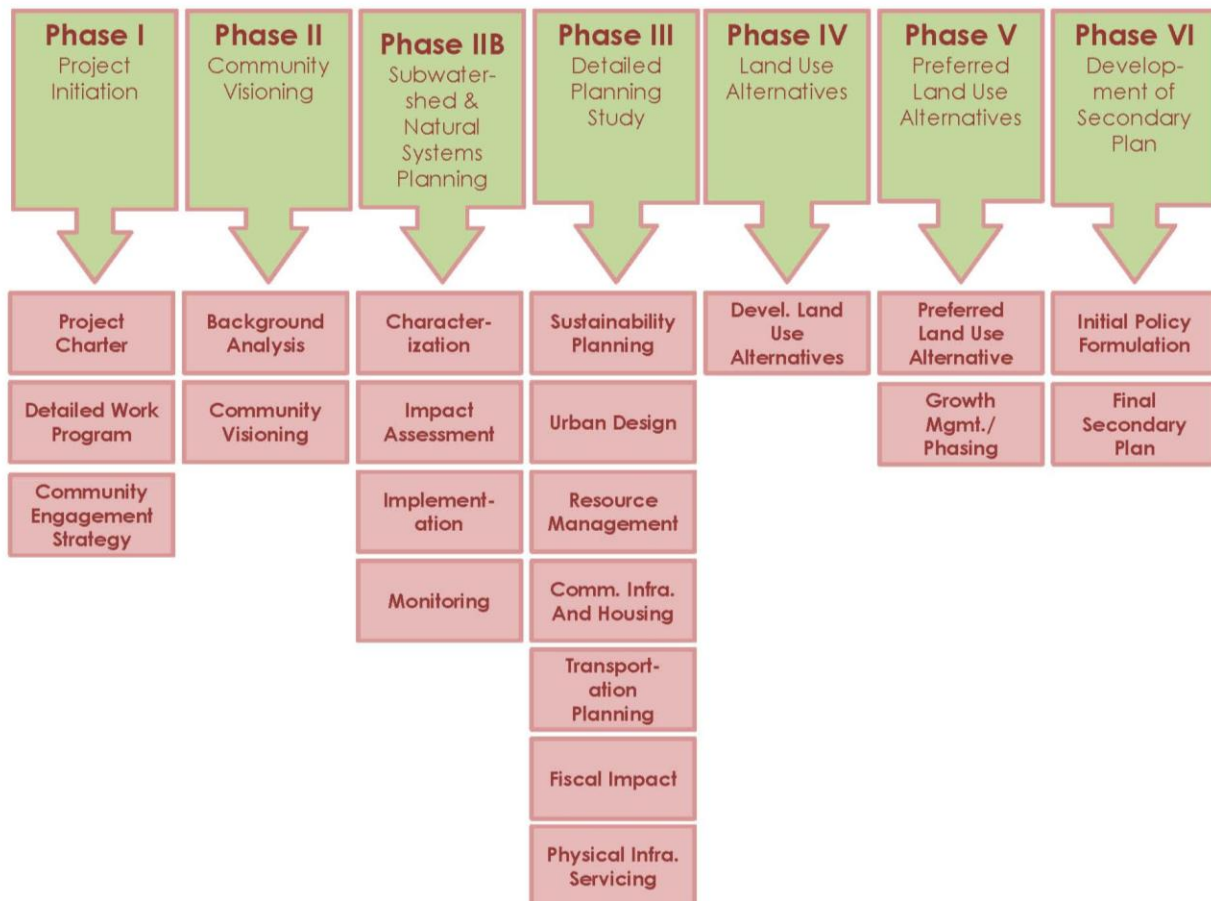
In April 2013, Council approved the retention of a Project Consulting Team led by Meridian Planning Consultants and including AECOM, Planning Alliance, GLPi and others to undertake the Vision Georgetown Project.

Purpose

The purpose of this report is to:

- Provide an update on the status of the Vision Georgetown Project, including a summary of the deliverables from Phase I, including the Community Engagement Strategy, Project Charter, and Detailed Work Program.
- Ask Council to endorse the Project Charter and the Community Engagement Strategy.
- Provide an overview of the committees that have been established for the Vision Georgetown Project and summarize the membership and roles of the Project Steering Committee and Project Technical Advisory Committee.
- Introduce the project webpage, and branding of the project.

Table 1: Project Phases and Deliverables



COMMENTS:

A. Summary of the Project Status including Phase I Deliverables

As mentioned previously, the Terms of Reference for the Vision Georgetown Project outlined a six phase planning process for completion of the project and outlined deliverables by Phase as outlined on Table 1. Since mid-April, the consultants and Town staff have been working on completion of the Phase I deliverables, as well as the collection of background data.

A1. Phase I Deliverables

a) Project Charter

The first deliverable as part of Phase I is the Project Charter. It was developed to ensure that participants in the study have a common understanding pertaining to the objectives of the project, the roles and responsibilities of each participant and what is to be achieved at the conclusion of the project. The Project Charter for the Vision Georgetown Project includes the following:

- Deliverables
- Council's Vision
- Objectives
- Scope
- Committees
- Individual Roles
- Flow Chart of Committees
- Role of Stakeholders
- Milestones
- Related Policies/Initiatives
- Approval

It is intended that the Project Charter be signed by the Planning Director or equivalent at each agency, as well as a representative for the landowners group. Signing of the Project Charter signifies agreement on the part of the public agencies and landowners group to the project parameters as set out in the approved Terms of Reference summarized in the Project Charter, and demonstrates a collective commitment to the objectives of the project.

The Project Charter has been reviewed by the agencies and discussed at our first Project TAC Meeting. There were no major issues raised by the TAC members, and overall comments were in support of preparation of a Project Charter for the Vision Georgetown Project. The Project Charter has been circulated to the key stakeholders for final review and ultimate approval by signing the Project Charter. At the time of finalizing this report, we have received sign off from the Town of Halton Hills (Director of Planning, Development and Sustainability), Conservation Halton, Credit Valley Conservation, the Halton District School Board, and the Southwest Georgetown Land Owners Group.

A copy of the Project Charter is attached to this report as Schedule A. Through the recommendations of this report, Council is being asked to endorse the Project Charter for the Vision Georgetown Project.

b) Detailed Work Program

Upon initiation of the project, the Terms of Reference calls for preparation of a Detailed Work Program. The Detailed Work Program is the second deliverable to be completed as part of Phase I. Based on discussions with Town Planning staff, the consultant has prepared a Refined Work Plan which incorporates revisions to the work program submitted by the consultant team through their proposal, responding to the Project Terms of Reference.

Two of the more significant changes to the work program include:

1. Selection of a land use concept at the end of Phase II, as opposed to carrying forward multiple land use concepts into Phases III. This approach allows for a more focused technical review in Phase III, based on the key elements of the concept plan such as the natural heritage system, road network, parks and commercial areas.
2. Collection of background work and existing condition investigations for a number of component studies including:
 - Heritage Conservation Strategy
 - Archaeological Assessment
 - Agricultural Impact Assessment
 - Transportation Plan
 - Parks and Public Facilities Master Plan
 - Functional Servicing Plan

This background work was originally identified to commence in Phase III, however it was determined that initiation of this work was not time sensitive and could be commenced earlier. This information will be beneficial to provide input into the Background Discussion Paper, which will be completed in Phase II.

The consultant team has provided the Refined Work Plan in two separate tables, the first is for the overall project and the second outlines deliverables for Phases I and II of the project.

The overall Refined Work Plan identifies the duration of all tasks and when:

- deliverables are to be finalized;
- public engagement events are to be held;

- Steering Committee and Technical Advisory Committee meetings are to be held; and,
- reports will be presented Council.

The Refined Work Plan also indicates key points where the work being undertaken through the Subwatershed Study has reached a key milestone necessary to provide information to inform the Secondary Plan, as well as key points where the work being undertaken through the Secondary Plan provides information back into the Subwatershed Study.

In addition to the overall Refined Work Plan, a work plan breakdown has been prepared, which provides a breakdown for all tasks included within Phases I and II of the Secondary Plan component of the Vision Georgetown Project.

The Refined Work Plan is attached to this report as Schedule B. Larger copies of the work programs will be provided under separate cover.

c) Community Engagement Strategy

The final deliverable to be completed as part of Phase I is a Community Engagement Strategy. Execution of this Strategy will implement Council's commitment to enhanced community engagement for the Vision Georgetown Project. The Terms of Reference for the Vision Georgetown Project specifies that the Strategy will achieve meaningful public engagement, and will identify community groups with an interest in the planning for the study area, as well as innovative ways to engage the broader community.

A summary of the proposed Community Engagement Strategy is provided below and a copy of the Strategy is attached to this report as Schedule C. Through the recommendations of this report, Council is being asked to endorse the Community Engagement Strategy as a guide for community engagement in the Vision Georgetown Project.

1.0 Introduction

This section provides an overview of Council's commitment to community engagement throughout the Vision Georgetown Project, and the purpose and importance of community engagement.

2.0 The Project

Section 2.0 provides a brief overview of the Vision Georgetown Project, and includes the phases of study and general timeline.

3.0 The Need for Effective Community Engagement

This section outlines the purpose of community engagement and highlights the importance of a properly executed engagement program to the planning process.

4.0 Strategy Overview

Section 4.0 summarizes the overarching elements of the Community Engagement Strategy, which apply to all consultation activities undertaken throughout the planning process.

These elements include:

- Community engagement objectives
- Consultation principles
- Intended audiences
- Roles and responsibilities

Community Engagement Objectives

A summary of some of the key community engagement objectives outlined in the Strategy include:

- To meaningfully engage Halton Hills residents and stakeholders and gather input which will be used through all phases of the study.
- To make stakeholders aware of the project and encourage extensive participation in the process.
- To identify community groups not typically engaged, and engage them in the Vision Georgetown process.

Consultation Principles

This section generally outlines the commitment by Town staff and the consultant team when undertaking consultation. In summary, the team commits to:

- ensure people have access to the information they require to participate;
- ensure that the intended outcome of the consultation is clear and the stakeholders understand how the information will be used;
- reach out to the broader community to try to engage people or groups that are less typically inclined to participate; and,
- promote a cooperative and productive consultation environment.

Key Audiences

The key audiences of the public engagement strategy have been identified as follows:

- Town Council and Staff
- Advisory Committees of Council
- Landowners/developers
- Agencies (Conservation Authorities, etc.)
- Ratepayers (public)
- Business/employers
- Interested groups/associations
- Halton Region
- Media
- Local residents, including youth

Implementation Roles and Responsibilities

This section clearly outlines the role of Town staff, the consultant team, the Project Steering Committee, and Project Technical Advisory Committee in implementing the Community Engagement Strategy.

5.0 On-Going Activities

A number of on-going community engagement activities will be implemented and maintained for the duration of the Vision Georgetown Project including:

- A project website
- Regular use of social media tools
- Distribution of electronic newsletters
- Development and use of Quick Response Codes
- Creation and maintenance of mailing lists
- Ongoing interaction of stakeholders with project team members

This section also outlines the role of education in the community engagement process, as most citizens are unfamiliar with Ontario's land use planning system and therefore the framework and intent behind municipal planning studies.

6.0 Phase Two Detailed Strategy

This section of the Community Engagement Strategy outlines in detail the community engagement activities that have been identified for Phase II of the Vision Georgetown Project, which spans from June 2013 to February 2014.

The consultation activities undertaken in Phase II of the Vision Georgetown Project are very important in terms of educating the community about the planning process, developing excitement about the project and developing a vision, guiding principles and selection of a land use concept.

Council is referred to the proposed Community Engagement Strategy (included as Schedule C to this report) for a detailed list of the strategies to be employed during Phase II, including the general timing for the engagement activities.

7.0 Future Initiatives

This section of the Strategy provides a summary of some of the additional options to be considered as part of community engagement for the Vision Georgetown Project, and generally outlines the consultation tools proposed for Phases III through VI.

8.0 Monitoring

To ensure that community engagement for the Vision Georgetown Project is a success, monitoring will be undertaken and reported to the Project Steering Committee and Technical Advisory Committee, as well as through reports to Council at the conclusion of each project phase.

A2. Phase 2 and Phase 3 Background Work

One of the first deliverables in Phase 2 of the Vision Georgetown Project is preparation of a Background Discussion Paper. The Discussion Paper will provide an overview of all relevant background material, to provide a sound basis for decision-making. The consultant team has initiated a review of background documents, and will be submitting the Background Discussion Paper in October 2013.

Phase 2b of the refined work program involves preparation of the Subwatershed Study. AECOM, the lead consultant on the Subwatershed Study has been focusing on collecting the spring field data. A site walk was also held with Town staff and staff from the conservation authorities with jurisdiction in the area (Conservation Halton and Credit Valley Conservation).

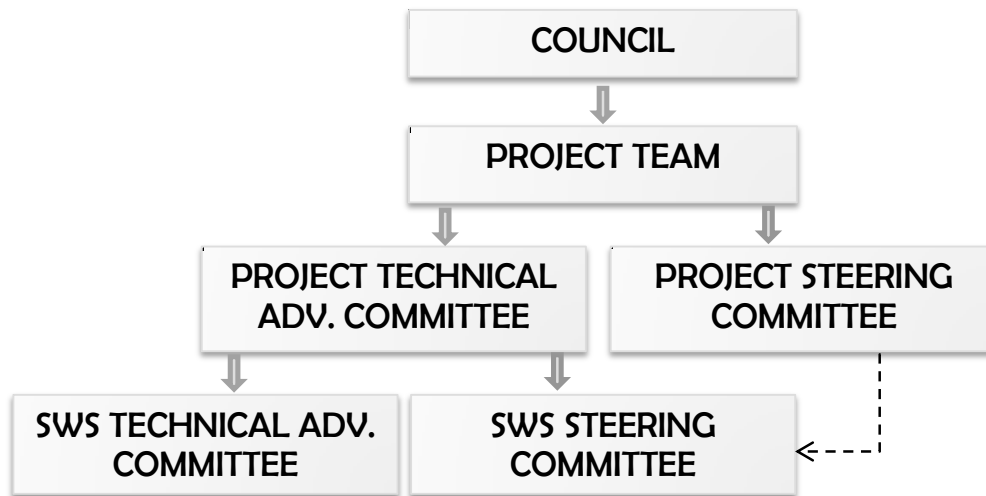
There are a number of component studies that are deliverables in Phase III. As discussed in detail in the section above regarding the work program, a number of the sub-consultants have been undertaking existing conditions investigations for some of the component studies including heritage, archaeology, agricultural impact, transportation, parks and public facilities and functional servicing.

B. Vision Georgetown Committees

As outlined in the Terms of Reference, four committees have been identified to assist in effectively managing the Vision Georgetown Project as shown on Table 2. In addition to the committees specifically established for the Secondary Plan and the Subwatershed Study (SWS), there is also an overall Project Team, comprised of staff from the Halton Hills Senior Management Team. Their role will be to review key project deliverables before the information proceeds to Council.

As indicated on Table 2, the two committees that will be regularly involved in reviewing and providing input into the overall project deliverables are the Project Steering Committee, and the Project Technical Advisory Committee. More details on these committees are provided in the following sections.

Table 2: Vision Georgetown Committees



B1. Project Steering Committee

The Project Steering Committee is chaired by Councillor Johnson, and members include:

- Mayor;
- 2 Regional Councillors (Councillor Somerville and Councillor Fogal);
- 2 Local Councillors (Councillor Johnson and Councillor Lawlor);
- 1 Town Sustainability Advisory Committee representative (1 alternate);
- 1 Halton Hills Hydro representative (1 alternate);
- 1 Heritage Halton Hills representative (1 alternate);
- 1 Town Environmental Advisory Committee representative (1 alternate);
- 1 Trails and Cycling Committee representative (1 alternate);
- 1 Halton Hills Chamber of Commerce or Georgetown BIA representative (1 alternate);
- 1 Youth representative;
- 1 Senior’s representative;
- 1 Georgetown resident representing local service groups;
- 1 Halton Hills citizen at large;
- 3 representatives of the Southwest Georgetown Landowners Group; and,

- Town staff from the Planning Development and Sustainability and Infrastructure Services departments.

The role of the Project Steering Committee is to:

- Meet on a regular basis to monitor the progress of the study;
- Review and provide feedback at various stages of the process on work completed to date;
- Assist with issue identification and resolution; and,
- Liaise with their respective organizations or community of interest, both to ensure broad community awareness of the project, and to obtain broader community input.

The introductory meeting of the Project Steering Committee was held on May 1, 2013. The main focus of the first Project Steering Committee meeting was to introduce the project and seek the members input on the objectives, principles, audiences and strategies for maximizing community engagement in the Vision Georgetown Project.

B2. Project Technical Advisory Committee

The Project Technical Advisory Committee (TAC) is comprised of Town staff from the Planning, Development and Sustainability, Recreation and Parks, Fire Services, Finance and Infrastructure Services departments, as well as staff representation from the following agencies:

- Halton Region, Legislative and Planning Services
- Credit Valley Conservation
- Halton Region Conservation
- Halton District School Board
- Halton Catholic District School Board

The role of the Project TAC is to:

- Provide comments during the study process;
- Assist with issue identification and resolution;
- Liaise with their respective organizations to ensure one window input as well as study awareness;
- Provide data input; and,
- Meet on a regular basis to monitor the progress of the study.

The introductory meeting of the Project TAC was held on June 6, 2013. The main focus of the first meeting of this group was to introduce the project and obtain input on the

deliverables from Phase I of the planning project, including the draft Project Charter, Detailed Work Program, and Community Engagement Strategy.

C. Vision Georgetown Project Webpage

In order to assist with implementing the Community Engagement Strategy, a project webpage has been prepared.

For ease of use by the public and stakeholders, the project web address has been established as www.visiongeorgetown.ca (.com will also link to the same webpage). This address will directly link to the project on the Town's website.

The webpage has been designed to not only provide information on the Vision Georgetown Project, but also to provide background on why the study is being undertaken, and provide links to other relevant Town documents that will inform or impact the Vision Georgetown Project. The website includes an area where people can sign up on the project mailing list, read the latest newsletter on the project and quickly get information on new additions to the webpage or on upcoming community engagement events.

The webpage also includes numerous ways to provide input on-line including sending an email directly to the project email address (visiongeorgetown@haltonhills.ca), following Vision Georgetown on Twitter, and regular on-line surveys.

D. Next Steps

Over the summer months, the consultant team will continue to collect background data which will be included in the Background Discussion Paper (to be submitted to the Town in October 2013) and continue to collect the existing condition data for a number of the component studies to be submitted as part of Phase III of the project.

The Subwatershed Study consultants will be collecting summer field data, and establishing the first draft of the constraint mapping for the subject lands for consultation with the Conservation Authorities, Region of Halton and the Landowners Group.

The focus of community engagement over the summer months will be to raise awareness of the Vision Georgetown Project through the visiongeorgetown.ca webpage, a newsletter, attendance at the farmers market, e-blast notice, social media and a number of other avenues as outlined in the Community Engagement Strategy.

The kick-off community engagement events are planned for the fall of 2013. The first event will be an education session outlining the history of why growth is proposed in Halton Hills and specifically on the subject lands, and an overview of the Vision Georgetown Project. Soon after the education session, a community visioning exercise will be held to establish the project vision and guiding principles.

RELATIONSHIP TO STRATEGIC PLAN:

The Strategic Plan sets out a broad vision for the community contained in nine strategic directions. The Vision Georgetown Project relates extensively to the following Strategic Directions:

- Foster A Healthy Community
- Preserve, Protect and Enhance our Environment
- Foster a Prosperous Economy
- Preserve, Protect and Promote Our Distinctive History
- Achieve Sustainable Growth
- Provide Sustainable Infrastructure & Services
- Provide Responsive, Effective Municipal Government

In October 2011, through Report PDS-2011-0078, Council endorsed a Strategic Action Plan, containing a 'Top Ten' list of priorities to focus on for the 2010-2014 Council term. The sixth priority on the list was entitled Future Residential Area Planning, and included the following components:

- Prepare a Secondary Plan for the Georgetown Future Residential/Mixed Use Area;
- Proactively promote opportunities for private sector participation in front-ending emerging growth related infrastructure requirements, recognizing that there will still be municipal costs;
- Explore the adoption of 'Sustainable Development Guidelines' for development of new growth areas, intensification and redevelopment, for the various forms of development (e.g. subdivisions, site plans, buildings);
- New growth needs to provide enough revenue to prevent a tax increase due to new service requirements;
- Investigate strategies to protect built heritage resources through the comprehensive planning of new development areas.

FINANCIAL IMPACT:

There are no direct financial impacts associated with this report.

COMMUNICATIONS IMPACT:

Broad-based community engagement is an integral component of the Terms of Reference for the Vision Georgetown Project. A Community Engagement Strategy is one of the key deliverables in Phase I and a summary of the proposed Community Engagement Strategy was provided in a previous section of this report.

SUSTAINABILITY IMPLICATIONS:

Sustainable planning is one of the integral components of the Vision Georgetown Project and is reflected in a number of the component studies being prepared in Phase III of the project. These studies include an Energy Management and Conservation Strategy, a Water Conservation Strategy, an Air Quality Assessment in keeping with Regional guidelines, and Sustainable Neighbourhood Development Guidelines.

The purpose of this report is primarily to provide a status update of the Phase I deliverables of the Vision Georgetown Project, including the Refined Work Program, Project Charter and Community Engagement Strategy. Sustainability implications will continue to be monitored throughout the subsequent phases of the planning process for the Vision Georgetown Project.

CONSULTATION:

Consultation on the Phase I deliverables has been undertaken with both the Project Steering Committee and the Project Technical Advisory Committee.

CONCLUSION:

The purpose of this report is to:

- Provide an update on the status of the Vision Georgetown Project, including a summary of the deliverables from Phase I, including the Community Engagement Strategy, Project Charter, and Detailed Work Program.
- Ask Council to endorse the Project Charter and the Community Engagement Strategy.
- Provide an overview of the committees that have been established for the Vision Georgetown Project and summarize the membership and roles of the Project Steering Committee and Project Technical Advisory Committee.
- Introduce the project webpage, and branding of the project.

Upon endorsement of the Phase I deliverables, Town staff and the consultant team will continue to proceed with the Vision Georgetown Project in accordance with the Detailed Work Program and the Community Engagement Strategy.

Respectfully submitted,

Tara Buonpensiero, MCIP, RPP
Senior Planner - Policy

Steve Burke, MCIP, RPP
Manager of Planning Policy

John Linhardt, MCIP, RPP
Director of Planning
Development and Sustainability

David Smith
Chief Administrative Officer



VISION GEORGETOWN

PROJECT CHARTER

PROJECT DELIVERABLES

At the conclusion of the study, the deliverables will be a Secondary Plan and Subwatershed Study to guide future development for the Future Residential Mixed Use Area in Southwest Georgetown in accordance with the approved Terms of Reference.

COUNCIL VISION

To create a new community that is significantly different than has been developed in Halton Hills to date. The neighbourhoods need to be people friendly, community oriented and cleaner, greener and more sustainable.

The new community must:

- | | |
|--------------------------------|-----------------------------------|
| Be walkable | Be cycle-friendly |
| Be less auto dependant | Have more people gathering places |
| Have different styles of parks | Have more compact urban design |

PROJECT OBJECTIVES

| |
|---|
| Accommodate approximately 20,000 planned population and population-related employment growth to the 2031 planning horizon. |
| Ensure that the new development area is integrated into the fabric of the existing community of Georgetown. |
| Ensure that the new development area is developed as a complete community, with compact pedestrian-friendly neighbourhoods, a mix of housing types, community facilities, commercial centres, and open spaces. |
| Achieve integration of the subwatershed planning and secondary planning processes, to ensure that the Subwatershed Plan provides technical support to the Secondary Plan land use planning process, as per the approved detailed work plan. |
| Ensure a high standard of urban design. |
| Adhere to the community design principles. |



May 2013
Page 1 of 8

Schedule A to Report PDS-2013-0050

VISION GEORGETOWN

PROJECT CHARTER

PROJECT SCOPE

| IS/DOES | IS NOT/DOES NOT |
|--|---|
| <ul style="list-style-type: none"> • Result in a Secondary Plan (through an amendment to the Town’s Official Plan) that is supported by all of the necessary background studies, as specified in the approved Terms of Reference. • Planned to meet the population/density targets required by the Province of Ontario as implemented through Regional Official Plan Amendment No. 38 and Town of Halton Hills Official Plan Amendment No. 10. • Implement policies currently in effect. • Provide many opportunities for meaningful community engagement, as specified in the Council approved Community Engagement Strategy. • Result in a Subwatershed Study for the Primary Study Area in accordance with Town, Region, Provincial and Federal regulations and policies, as well as the Conservation Authorities Regulations, as specified in the approved Terms of Reference. • Fulfill Phases 1 and 2 of the Environmental Assessment Process with respect to transportation planning and functional servicing. • Conform fully to the Region of Halton Official Plan, and any appropriate Provincial legislation and plans, in effect at the time of Secondary Plan approval. • Result in a phased development tied to infrastructure improvements. | <ul style="list-style-type: none"> • Result in a Subwatershed Study for all of Sub. 15 or SilverCreek. • Revised throughout the three year planning process to reflect proposed and finalized policy changes not in effect at project commencement, other than those contained in the approved Regional Official Plan or required by Provincial Planning legislation, unless it is deemed appropriate. • Intended to revisit why this area was selected as the future growth area. |

May 2013
Page 2 of 8

Schedule A to Report PDS-2013-0050

VISION GEORGETOWN

PROJECT CHARTER

| COMMITTEE | ROLE |
|---|--|
| Project Team (Senior Management Team) | Provides corporate guidance and dispute resolution, should it be required Provide comments on key milestone documents before they proceed to Council or the public |
| Project Steering Committee | Provides an advisory role and reviews and comments on key documents Assists with issue resolution Provides a liaison role with the groups they represent |
| Project Technical Advisory Committee | Provides an advisory role and reviews and comments on documents from a technical standpoint Assists with issue resolution Provides a liaison role with the groups they represent |
| Subwatershed Study Steering Committee | Provides an advisory role and reviews and comments on milestone reports Liaise with respective organizations Ensure input from the SWS TAC is considered |
| Subwatershed Study Technical Advisory Committee | Provides an advisory role and reviews and comments on documents from a technical standpoint Issue resolution Liaise with respective organizations Provide data input |

INDIVIDUAL ROLES

In appointing members to represent each organization, the individual roles listed below should be considered.

It is the role of individual members of the various committees to:

- Understand the implications and outcomes of initiatives being pursued while keeping the objectives of the project in the forefront.
- Consider the significance of the project for some or all of the stakeholders.
- Consider the ideas and perspectives raised by other stakeholders.
- Be genuinely interested and engaged in the initiative and the outcomes being pursued.
- Have a broad understanding of policy initiatives that form the basis for this study.

May 2013
Page 3 of 8

Schedule A to Report PDS-2013-0050

VISION GEORGETOWN

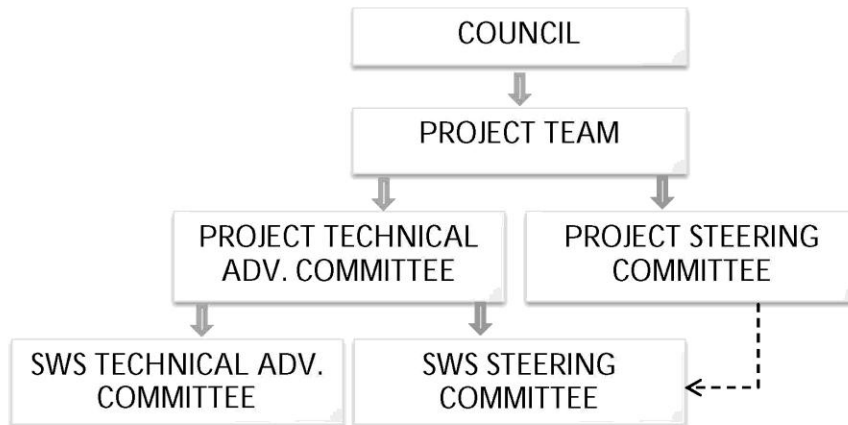
PROJECT CHARTER

- Liaise with their respective organizations to ensure they are providing input that is representative of their organization position on issues.
- Strive toward positive outcomes of the project that balance the objectives of all stakeholders.
- Be an advocate for the project's outcomes.
- Send an alternate, in the event a member has a conflict.
- Work co-operatively with all stakeholders with an ultimate goal of preparing a Secondary Plan and Subwatershed Study that balances the objectives of all stakeholders.

In this regard, individual members (or alternates) will:

- Review documents and provide comments in the allotted time;
- Be an active participant throughout the project; and,
- Attend all meetings of their respective committee.

COMMITTEE FLOW CHART



Schedule A to Report PDS-2013-0050

VISION GEORGETOWN

PROJECT CHARTER

PROJECT STAKEHOLDERS

| Stakeholders | Approval of Secondary Plan | Approval of Project Deliverables | Oversee IPP | *Project Team | *IPP Steering Committee | *IPP Technical Advisory Committee | Oversee SWS | *SWS Steering Committee | *SWS Technical Advisory Committee |
|---|----------------------------|----------------------------------|-------------|---------------|-------------------------|-----------------------------------|-------------|-------------------------|-----------------------------------|
| Town of Halton Hills | | | | | | | | | |
| Council | | X | | | X | | | | |
| Manager of Planning Policy | | | X | X | X | X | | X | X |
| Senior Planner - Policy | | | X | X | X | X | | X | X |
| Manager of Design and Construction | | | | | X | X | X | X | X |
| Senior Management Team | | | | X | | | | | |
| Manager of Development Engineering | | | | | | X | | | X |
| Manager of Finance | | | | | | X | | | |
| Manager of Parks and Open Space | | | | | | X | | | |
| Deputy Fire Chief | | | | | | X | | | |
| Region of Halton | | | | | | | | | |
| Regional Council or Appointed Chief Planning Official | X | | | | | | | | |
| Manager of Policy or Alternate | | | | | X | X | | | X |
| Other Regional Staff | | | | | | | | | X |
| Conservation Authorities | | | | | | | | | |
| Manager of Environmental Planning (CH) | | | | | | X | | X | X |
| Other Conservation Halton Staff | | | | | | | | | X |
| Manager of Planning (CVC) | | | | | | X | | X | X |
| Other Credit Valley Conservation Staff | | | | | | | | | X |
| Halton Hills Hydro | | | | | X | X | | | |
| School Boards | | | | | | | | | |
| Manager of Planning (HDSB) | | | | | | X | | | |
| Planning Administrator (HCDSB) | | | | | | X | | | |
| MNR/DFO | | | | | | | | | X |
| Landowners | | | | | | | | | |
| Landowner Reps | | | | | X | | | | |
| Landowner Peer Review Consultants | | | | | | | | | X |
| * Role of Committees Provided Above | | | | | | | | | |

Schedule A to Report PDS-2013-0050

VISION GEORGETOWN

PROJECT CHARTER

PROJECT MILESTONES (to be revised as per Detailed Work Plan)

| PHASE | MILESTONE | ESTIMATED COMPLETION | |
|-------|---|----------------------|------|
| | | QUARTER | YEAR |
| 1 | Project Charter | 2 nd | 2013 |
| 1 | Detailed Work Program | 2 nd | 2013 |
| 1 | Community Engagement Strategy | 2 nd | 2013 |
| 2A | Project Launch (Website, Newsletter, Press Release) | 2 nd | 2013 |
| 2A | Policy Background Discussion Paper | 3 rd | 2013 |
| 2A | Visioning and Guiding Principles | 3 rd | 2013 |
| 2A | Land Use Concepts | 4 th | 2013 |
| 2B | Subwatershed Study Background Report | 3 rd | 2013 |
| 2B | Subwatershed Study Characterization | 4 th | 2013 |
| 2B | Subwatershed Study Impact Assessment | 3 rd | 2014 |
| 2B | Subwatershed Study Implementation | ongoing | |
| 2B | Subwatershed Study Monitoring | ongoing | |
| 3 | Energy Conservation Assessment/Strategy | 3 rd | 2014 |
| 3 | Water Conservation Strategy | 3 rd | 2014 |
| 3 | Air Quality Assessment | 3 rd | 2014 |
| 3 | Sustainable Neighbourhood Development Guidelines | 3 rd | 2014 |
| 3 | Urban Design Study/Guidelines | 3 rd | 2014 |
| 3 | Delineation of Tertiary/Block Plan Areas | 3 rd | 2014 |
| 3 | Heritage Conservation Strategy | 3 rd | 2014 |
| 3 | Archaeological Assessment | 3 rd | 2014 |
| 3 | Agricultural Impact Assessment | 3 rd | 2014 |
| 3 | Community Infrastructure Plan | 3 rd | 2014 |
| 3 | Land Budget/Housing Mix | 3 rd | 2014 |
| 3 | Transportation Study | 3 rd | 2014 |
| 3 | Fiscal Impact Assessment/Financial Strategy | 3 rd | 2014 |
| 3 | Functional Servicing Plan | 3 rd | 2014 |
| 3 | Storm Water Management Plan | 3 rd | 2014 |
| 4 | Land Use Alternatives Report | 1 st | 2015 |
| 5 | Preferred Land Use Alternatives Report | 2 nd | 2015 |
| 5 | Infrastructure Staging and Development Phasing Plan | 2 nd | 2015 |
| 6 | Draft Secondary Plan | 3 rd | 2015 |
| 6 | Final Secondary Plan | 1 st | 2016 |

Schedule A to Report PDS-2013-0050

VISION GEORGETOWN

PROJECT CHARTER

RELATED POLICIES/INITIATIVES

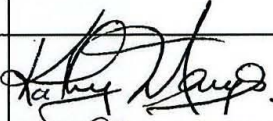
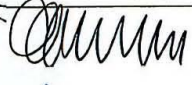
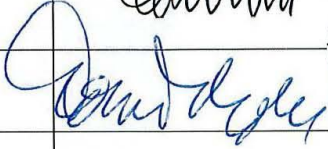

| POLICIES/INITIATIVES | RELATIONSHIP |
|---|---|
| Regional Official Plan Amendment No. 38 (Under Appeal) and No. 39 | Includes the Southwest Georgetown lands within the Urban Area. Includes policies and targets to be met through the Vision Georgetown Project. |
| Regional Official Plan Amendment No. 38 Implementation Guidelines (In Draft Format) | Guidelines to be considered through planning and developing the Southwest Georgetown lands |
| Official Plan Amendment No. 10 (At Region of Halton for Approval) | Includes the Southwest Georgetown lands within the Georgetown Urban Boundary Designates the lands as a Future Residential/Mixed Use Area Includes policies and targets to be met when developing the Southwest Georgetown lands |
| Integrated Community Sustainability Strategy | Centers on a long-term community vision to the year 2060. The strategy integrates sustainability into day-to-day decision making, plans, policies and other initiatives. |
| Town of Halton Hills Strategic Plan | The Town’s Strategic Plan guides the Town’s plans, programs and services. The Strategic Plan is implemented through the capital and operating budgets, planning documents, departmental/service area work plans and Council decisions. |
| Mayor’s Community Energy Plan | Town of Halton Hills and Halton Hills Community Energy Corporation have initiated preparation of the Mayor’s Community Energy Plan. The Energy Plan will deliver practical actions that will translate into measurable financial benefits, efficiencies, reduced operating costs, lower greenhouse gas emissions, community awareness and corporate leadership. |

Schedule A to Report PDS-2013-0050

VISION GEORGETOWN

PROJECT CHARTER

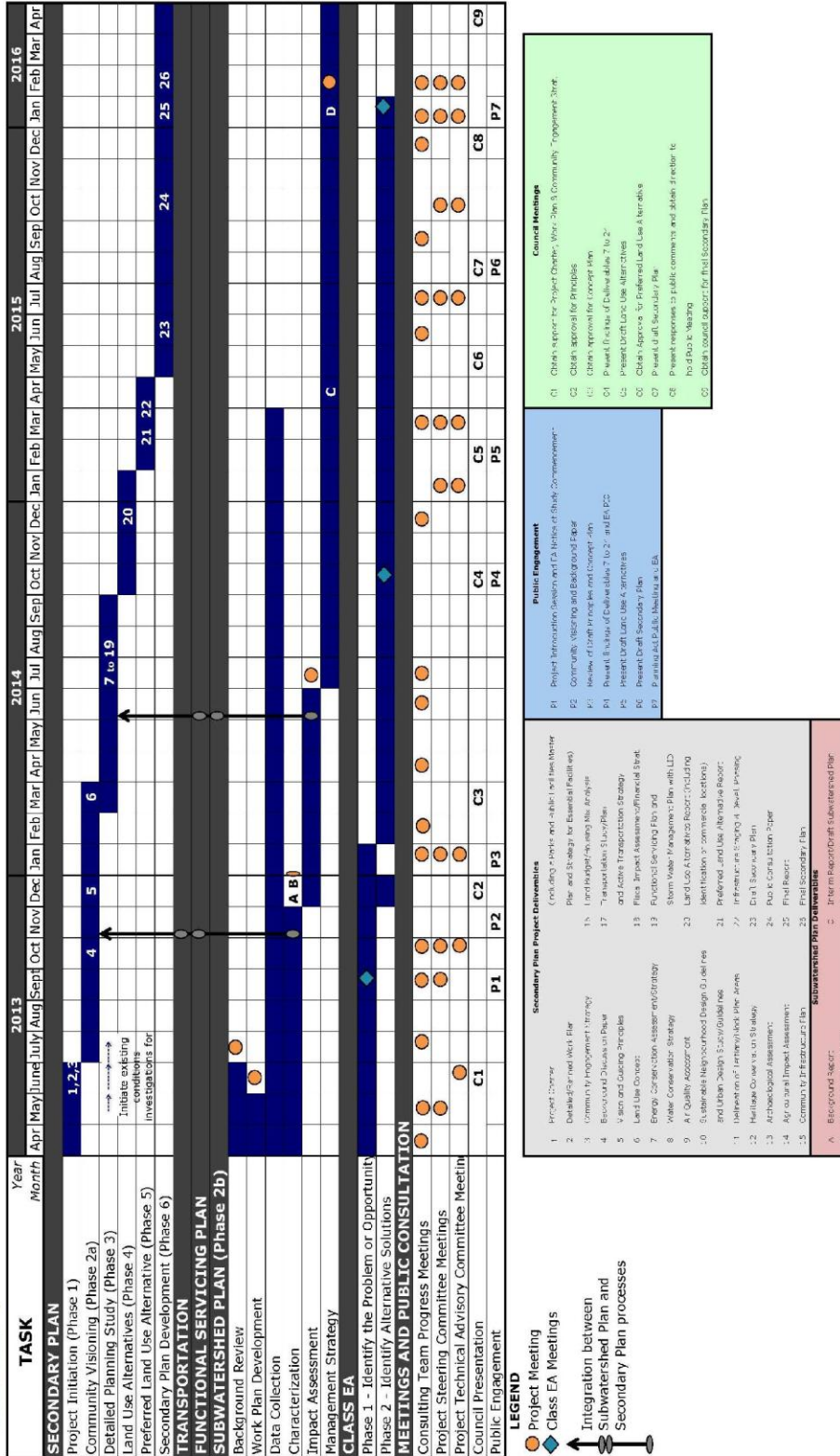
PROJECT CHARTER APPROVAL

| Name | Organization | Signature | Date |
|--|---|--|---------------|
| John Linhardt Director of Planning Development and Sustainability | Town of Halton Hills | | |
| Ron Glenn Director, Planning Services and Chief Planning Official | Region of Halton | | |
| Kathy Menyes Director, Watershed Management Services | Conservation Halton |  | June 10/13 |
| Gary Murphy Director of Planning | Credit Valley Conservation |  | June 12/13 |
| Domenico Renzella Manager of Planning | Halton District School Board |  | June 11, 2013 |
| Terrence Glover Administrator | Halton Catholic District School Board | | |
| Myron Pestaluky President, Delta Urban Inc on behalf of the Southwest Georgetown Land Owners Group | Southwest Georgetown Landowners Group |  | June 14/13 |

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TABLE ONE:
Vision Georgetown
Refined Work Plan



LEGEND

- Project Meeting
- Class EA Meetings
- Integration between Subwatershed Plan and Secondary Plan processes

Secondary Plan Project Deliverables

- Project Center
- Deliverables and Milestones
- Community Engagement Strategy
- Background Characterization
- Vision and Guiding Principles
- Land Use Concepts
- Energy Conservation Strategy
- Water Conservation Strategy
- Air Quality Assessment
- Outdoor Neighborhood Design Guidelines
- Urban Design Guidelines
- Historic Preservation Strategy
- Heritage Conservation Strategy
- Archaeological Assessment
- Architectural Assessment
- Community Engagement Plan

Subwatershed Plan Deliverables

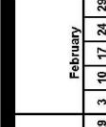
- Background Report
- Final Background Report
- Final Subwatershed Plan

Public Engagement

- P1 - Project Information Session and Background Paper
- P2 - Community Visioning and Background Paper
- P3 - Review of Draft Principles and Concepts
- P4 - Review of Draft Land Use Alternatives
- P5 - Present Draft Land Use Alternatives
- P6 - Present Draft Land Use Alternatives
- P7 - Present Draft Secondary Plan
- P8 - Present Draft Secondary Plan

Council Meetings

- C1 - Citizen Support for Project Center, Vision & Community Engagement Study
- C2 - Citizen Approval for Principles
- C3 - Citizen Approval for Concepts
- C4 - Present Draft Land Use Alternatives
- C5 - Present Draft Land Use Alternatives
- C6 - Citizen Approval for Preferred Land Use Alternatives
- C7 - Present Draft Secondary Plan
- C8 - Present Draft Secondary Plan
- C9 - Present Draft Secondary Plan

|  TABLE TWO: Vision Georgetown Work Plan Breakdown Phases 1 and 2 | | TIMING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--------|-----|------|------|--------|-----------|---------|----------|----------|---------|----------|-------|----|---|---|----|----|----|---|----|----|----|---|---|----|----|----|---|----|----|----|---|----|----|----|---|---|----|----|----|---|----|----|----|---|----|----|----|----|
| | | April | May | June | July | August | September | October | November | December | January | February | March | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 1 | 8 | 15 | 22 | 29 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 31 |
| PHASE 1 - PROJECT INITIATION TASKS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.1.1 | Identify Project Goals | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.1.2 | Review Draft Project Goals, Guiding Principles, Goals, Key Milestones | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.1.3 | Decide on Recommendation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.1.4 | Develop Project Charter (Requires Council Approval) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.2 | Refine Work Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.2.1 | Prepare Draft Revised Work Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.2.2 | Prepare Draft Revised Work Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.2.3 | Finalize Work Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PHASE 2 - INFORMATION GATHERING AND COMMUNITY VISIONING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1 | Primary Tasks | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.1 | Identify set of required background information | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.2 | Identify and Engage Stakeholders (City Staff, Citizens, etc.) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.3 | Identify and Engage Stakeholders (City Staff, Citizens, etc.) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.4 | Develop Community Information Session | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.5 | Prepare Draft Policy Background Report for Project Team | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.6 | Finalize Policy Background Report | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.7 | Prepare Vision and Guiding Principles Workbook | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.8 | Prepare Vision and Guiding Principles Workbook | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.9 | Review and Refine Vision and Guiding Principles Workbook | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.10 | Finalize Vision and Guiding Principles Workbook (Council Approval) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.11 | Prepare Draft Land Use Concept for Project Team | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.12 | Finalize Land Use Concept | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.13 | Prepare and Present Vision and Land Use Concept to Steering Committee | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.14 | Prepare and Present Vision and Land Use Concept to Steering Committee | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1.15 | Finalize Vision and Land Use Concept (Council Approval) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PHASE 2b - SUBWATERSHED PLAN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2b.1 | Subwatershed Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2b.1.1 | Identify Subwatershed | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2b.1.2 | Identify Subwatershed | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2b.1.3 | Identify Subwatershed | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2b.1.4 | Identify Subwatershed | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2b.1.5 | Identify Subwatershed | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2b.1.6 | Identify Subwatershed | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



Community Engagement Strategy

DRAFT
June 2013



Table of Contents

| | |
|--|----|
| 1.0 INTRODUCTION | 3 |
| 2.0 THE PROJECT | 4 |
| 3.0 THE NEED FOR EFFECTIVE COMMUNITY ENGAGEMENT..... | 5 |
| Purpose of the Strategy..... | 6 |
| Basis of the Strategy | 7 |
| 4.0 STRATEGY OVERVIEW..... | 8 |
| Community Engagement Objectives..... | 8 |
| Consultation Principles..... | 9 |
| Key Audiences | 10 |
| Implementation Roles and Responsibilities | 10 |
| 5.0 ON-GOING ACTIVITIES | 11 |
| Emphasis on Educating..... | 12 |
| 6.0 PHASE TWO DETAILED STRATEGY..... | 13 |
| Phase Two Outcomes..... | 13 |
| Phase Two Activities/Tactics..... | 14 |
| 7.0 FUTURE INITIATIVES..... | 16 |
| Engaging Youth Specifically..... | 16 |
| Going Further — Proactive Outreach Options | 17 |
| Future Phase Consultation..... | 17 |
| 8.0 MONITORING..... | 18 |
| Monitoring Activities..... | 18 |
| Reporting Activities | 19 |

This Strategy was prepared by Meridian Planning Consultants, with advice and direction on consultation techniques and approaches from Glenn Pothier of GLPi.

1.0 Introduction

This document is the Community Engagement Strategy for the Southwest Georgetown Integrated Planning Project (now called the Vision Georgetown project). It has been prepared as a key Phase One deliverable for the project as part of Council's commitment to ensuring meaningful public engagement and participation in the development of a land use vision and plan for Southwest Georgetown.

This Strategy was prepared by Meridian Planning Consultants, with advice and direction on consultation techniques and approaches from Glenn Pothier of GLPi. It is based on a Council vision for Southwest Georgetown, the project Terms of Reference, and input from Town staff and the Project Steering Committee.

The following is an overview of the contents of the Community Engagement Strategy:

- Section 2.0 provides a brief overview of the Vision Georgetown project;
- Section 3.0 discusses the purpose of community engagement and highlights the importance of a properly executed engagement program to the planning process;
- Section 4.0 presents a strategy overview, defines key objectives and principles for community engagement, and identifies the main audiences to be targeted;
- Section 5.0 introduces a set of on-going community engagement initiatives that will be maintained over the life of the project;
- Section 6.0 identifies a detailed set of strategies and tactics as well as key 'thrusts' for community engagement, specifically for Phase Two of the overall Vision Georgetown project;
- Section 7.0 looks beyond Phase Two and begins to set out engagement goals and activities for future project phases; and
- Section 8.0 discusses the ways in which community engagement will be monitored for success.

2.0 The Project

In April 2013, the Town of Halton Hills retained a team of consultants (led by Meridian Planning Consultants) to undertake the Vision Georgetown project. The purpose of this significant initiative is to plan for the future development of Southwest Georgetown in order to accommodate an additional population of approximately 20,000 residents between 2021 and 2031. Members of Council have expressed a desire to create significantly different neighbourhoods in the Georgetown expansion area than have developed in Halton Hills to-date. The Terms of Reference for the Integrated Planning Study states that Council's vision is to create a community that is more people-friendly, more community-oriented, cleaner, greener, and more sustainable.

The Vision Georgetown project is being undertaken in accordance with the process summarized in Figure 1. It is a six-phase project that will be undertaken over a 3-year period, and will integrate the Secondary Planning process with a Subwatershed Planning process to ensure that the Subwatershed Plan provides technical support and facilitates the land use and infrastructure planning process. The final product of the Vision Georgetown project will be a Secondary Plan document that will provide a framework for the development of Southwest Georgetown as a residential/mixed use area.

The process summarized in Figure 1 highlights the importance of community engagement to the planning process by indicating that throughout the project, on-going community consultation and other engagement activities will be undertaken in accordance with this Community Engagement Strategy.



Figure 1: The Vision Georgetown Project Process and Timing

3.0 The Need for Effective Community Engagement

In order to arrive at a Secondary Plan for Southwest Georgetown, Council has required that the entire planning exercise be supported by extensive community engagement. Community engagement refers to a process whereby members of the community work together in collaborative processes or through formal groups (advisory groups and other committees) to create policy change, build relationships, and develop/implement a common vision for the community. Council is committed to ensuring meaningful public participation in the development of a land use vision and plan for the future residential/mixed-use area.

The Vision Georgetown project is a significant undertaking for Halton Hills, with profound implications for the Town's future. The entire planning process is based on complex interdependences and interrelationships between natural, cultural, and built environments. The process is also based on the equally complex interplay of stakeholders. Landowners, developers, business and industry, environmental groups, academics, Councilors and a host of other stakeholders and political interests all bring wide-ranging levels of awareness, attitudes, insights, and sensitivities to the project. For example, there could be:

- A unique view of the initiative among those who may be eager for work to proceed as fast as possible;
- Low levels of awareness among the typical Halton Hills residents in general, particularly newer residents;
- Confusion among the average person who is not familiar with the complexities of urban/land use planning — and the provincial, regional and municipal policies that govern planning processes, such as Places to Grow and Sustainable Halton;
- Concern among some who oppose further population growth in Halton Hills;
- Concern about the loss of agricultural lands and the impact on local food production;
- Skepticism and cynicism about the Town's ability to create a new community in ways that are more sustainable and environmentally friendly — and/or about developers delivering on the vision;
- Questions about the way in which infrastructure — both hard and soft — will be addressed in the new community;
- Concerns about integration of the new area with the broader Halton Hills/Georgetown community; and
- Questions about cost and financing.



Figure 2: We will bring people with different ideas and perspectives together in a process that involves change.

Public consultation is an important, indispensable component of the planning process for Vision Georgetown. Through the actions identified in this Community Engagement Strategy, Town staff and members of the project consulting team aim to bring the range of groups/ideas/perspectives/levels of awareness together in an important process that involves change.

Purpose of the Strategy

The purpose of a Community Engagement Strategy for the Vision Georgetown project is to:

- Enable the Town of Halton Hills to make sound assessments about the future of Georgetown;
- Educate community members about planning processes;
- Inspire confidence in local decision-making;
- Maximize consensus and support for a Secondary Plan; and
- Facilitate wise and enlightened development that is defensible at the Ontario Municipal Board.

Basis of the Strategy

In assembling the consulting team for the Vision Georgetown project, Glenn Pothier of GLPi was included to lead all aspects of community engagement. With respect to the development of this Community Engagement Strategy, Glenn has been responsible for advising the Town and consultants on techniques and approaches for engaging and consulting with stakeholders and other interested parties based on the overall project goals and objectives. The details of the Strategy and recommended tactics and activities (as presented in the following Sections) were further developed as a result of:

- Meetings with Town staff to confirm consultation goals, objectives, and desired outcomes;
- A facilitated Community Engagement Strategy discussion with the Project Steering Committee on May 1, 2013; and
- A presentation of the Draft Community Engagement Strategy to the Project Technical Advisory Committee (for comments) on June 6, 2013.

4.0 Strategy Overview

This Section presents the overarching elements of the Community Engagement Strategy, which will apply to all consultation activities throughout each of the phases of the Vision Georgetown project, including:

- Engagement Objectives;
- Consultation Principles;
- Intended Audiences; and
- Roles and Responsibilities.

Community Engagement Objectives

Listed in no particular order, the following are the objectives of the Community Engagement Strategy for the Vision Georgetown project:

- To meaningfully engage Halton Hills residents and stakeholders to gather input which will be used through all stages of the project;
- To secure local municipal official (Council/staff) understanding and support;
- To ensure that Halton Hills residents, landowners, the business community and other stakeholders are made aware of the vital importance of the initiative and see value in it — and to promote/encourage extensive participation in the process;
- To excite people about the possibility and potential inherent in the Vision Georgetown project;
- To generate community support for (or at least acceptance of) the Vision Georgetown plan;
- To foster an environment that is conducive to substantive dialogue: a respectful, informed and productive discussion of the salient issues (ensure a common understanding of the initiative and that people have the right information);
- To inspire confidence in the project implementation and management;
- To identify community groups not typically engaged and engage them in the process in a meaningful way (e.g. youth);
- To present a well integrated and seamless project progression that ensures consistency of word and action, demonstrates positive momentum and minimizes contentious issues; and
- To establish and reinforce realistic expectations regarding what is feasible — both in terms of what can be delivered and the timelines for it.

Figure 3: One of our objectives is to foster an environment that is conducive to substantive dialogue.



Figure 4: We will identify community groups not typically engaged (such as local youth) and engage them in the process in a meaningful way.

Consultation Principles

In undertaking the outreach and engagement process, the team commits to:

- Providing the information required to stimulate discussion and promote meaningful participation — including communication that is clear, concise and timely;
- Ensuring reasonable access for input through both formal and less structured opportunities to participate — that facilitate widespread public involvement and information exchange;
- Reaching out to the broader community — that is, to individuals and groups less typically inclined to participate in municipal consultation processes (e.g. youth);
- Giving consideration to all input — assessing ideas and suggestions on their merits while being respectful of all views;
- Being accountable — sharing consultation summaries and scrupulously maintaining records;
- Acting with purpose — being clear about the intended outcome of a consultation opportunity and its linkage to the overall project and decision-making process;
- Promoting a cooperative and productive consultation environment that demonstrates respect for due process, appreciates the legitimacy of different opinions and focuses on ideas;
- Encouraging, not forcing consensus — recognizing the value of dialogue and accepting that everyone may not agree with every decision; and
- Protecting the public interest — ensuring that decisions are made in a timely manner and that full consideration is given to balancing scheduling and financial imperatives.

Key Audiences

Broadly defined, the following larger key audience clusters have been identified and will be engaged throughout the project process (listed in no particular order):

- Town Council and Staff;
- Advisory Committees of Council;
- Landowners/developers;
- Agencies (Conservation Authorities, etc.);
- Ratepayers;
- Business/employers;
- Local Residents, including youth;
- Interested groups/associations (from environmental, to recreational, etc.);
- Halton Region; and
- Media.

Implementation Roles and Responsibilities

The following will be important roles and responsibilities during the implementation of this Strategy:

- Town staff and key members of the consulting team will be responsible for implementing the engagement tactics and activities, and for undertaking regular and on-going monitoring;
- Glenn Pothier will lead the team's engagement activities as primary facilitator and master of ceremonies for key, large-scale engagement events;
- The Project Steering Committee will provide input to planning community engagement activities and developing engagement materials/documents;
- The Project Steering Committee will also be responsible for delivering key messages, sharing information on project process, and obtaining input from stakeholder groups and other identified audiences; and
- The Project Technical Advisory Committee will provide comments on engagement activities/documents throughout the study process.

5.0 On-going Activities

The following on-going community engagement activities will be implemented and maintained over the life of the Vision Georgetown project (i.e., Phases 2 to 6):

- A dedicated project Website:
 - Including provision for input through such means as web-based questionnaires, input forms, project team-directed commenting; and
 - Linking to reports, newsletters, event information and other project communication.
- Regular use of Social Media tools:
 - Twitter (near term);
 - Facebook page (to be considered in the longer term);
 - Blogs (to be considered in the longer term); and
 - YouTube Videos (see 'Engaging Youth' in Section 7.0).
- Preparation and distribution of Electronic Newsletters:
 - To be developed at nodal points in the project process — likely at project initiation, at the completion of the visioning and guiding principles phase, at the completion of the land use concepts phase, at the preferred land use phase, and at the draft secondary plan phase.
- Development and use of QR (Quick Response) Codes:
 - These codes (see sample next to text) will be placed on all core communication materials — individuals simply use their personal communication devices to take a picture of the code using an application program to link to a selected location (e.g. the project website, a workshop notice, etc.). In essence, this approach provides a direct link to key information for users (and is particularly popular with youth).
- Mailing list creation and maintenance — including regular updates to those on it through e-blasts, surface mailings, etc.
- Ongoing interaction of stakeholders with project team members by phone, email, surface mail and in-person meetings.



Emphasis on Educating

Most citizens are unfamiliar with Ontario's land use planning system and, consequently, with the framework and intent behind municipal planning studies. However, many engaged citizens are not only willing to contribute to local initiatives, they are also eager to learn. Many want to become better informed and to better understand a system that impacts their community.

Therefore, a primary, on-going activity of the Community Engagement Strategy will be to create formal and informal opportunities for the public to become better informed. Using the tools identified above (as well as the additional consultation events identified in the following sections) Town staff and the project consulting team will ask for more than public opinion — we will help the community understand the nature and constraints of planning processes or any other issue they are being asked to address.

6.0 Phase Two Detailed Strategy

This Section of the Community Engagement Strategy provides a detailed discussion of the community engagement activities that have been identified for Phase Two of the Vision Georgetown project (June 2013-February 2014). It sets out the intended outcomes and outlines the strategies, tactics, and key 'thrusts' that will be implemented to achieve the intended outcomes. This Community Engagement Strategy has provided a focused discussion of engagement activities for Phase Two of Vision Georgetown or the following reasons:

- At this point in the planning project it is not possible to understand or predict process outcomes or project needs that will emerge as the six-phase planning process is implemented. It would not be effective or accurate to begin mapping out an engagement strategy for project phases that will not be initiated until 2014 and beyond; and
- Phase Two of Vision Georgetown will be the most important and intense from a consultation perspective. We will not only attempt to educate members of the community about the planning process, we will attempt to develop excitement about the future of Georgetown. We will also be setting the stage for our detailed planning work by working with the community to develop a set of guiding principles and develop a concept plan.

That said, Section 7.0 of this Strategy also begins to look beyond Phase Two of the overall planning project insofar as it is feasible to do so. It sets out a list and timeline of anticipated engagement activities for Phases three to six.

Phase Two Outcomes

Following approval of this Community Engagement Strategy, Phase Two of Vision Georgetown will be initiated. Community engagement activities for Phase Two will focus on three key outcomes:

1. Developing and finalizing a vision for the new community;
2. Developing and finalizing guiding principles for the new community; and
3. Generating alternative land use concepts and identifying a sub-set of them (or potentially a single preferred option) to carry forward.

To this end, the engagement process will be focused on involving the public and key stakeholders in the above. This will involve:

- a. The sharing of collective aspirations;
- b. The gathering of information/perspective re: existing conditions, key contextual considerations and so forth;
- c. Land use concept generation and evaluation — and choice/preference identification; and
- d. Ongoing education/information sharing.

Phase Two Activities/Tactics

The following is an outline and discussion of the specific engagement activities and tactics that will be implemented at key points in Phase Two if the IPP, in order to achieve the above noted outcomes. The activities and tactics are based on the following “thrusts”, which are intended to drive key communication/engagement objectives at specific strategic points in Phase Two:

1. Get the Word Out!;
2. Educate and Inform;
3. Visioning and Guiding Principles;
4. Land Use Concept Generation; and
5. Land Use Concept Feedback;

Thrust 1: Get the Word Out!

Focus: Generate awareness of and interest in the project.

| Strategies/Tactics | Timing |
|---|----------------|
| The following project name has been identified (with input from the Steering Committee) in an effort to brand the process (not the new community): “ <i>Vision Georgetown: Leading Today, Shaping Tomorrow</i> ”. A logo for this name/brand will also be developed. | June/July 2013 |
| Implement an ‘awareness raising/promotional’ strategy: <ul style="list-style-type: none"> • Study Notice • Co-promo using Town vehicles (e.g. Parks & Recreation Guide, Marquee signs, etc.) • Posters/signage in high pedestrian traffic areas • Billboards on the site (through developers) • Participation in a local cable show • Electronic newsletter • Earned media (news releases, media kits – backgrounders, etc., op. ed./think pieces, event) • Advertising | July-Dec. 2013 |
| Implement an ‘outreach road show’ strategy: <ul style="list-style-type: none"> • Ambassador’s Kit (key messages script, slide presentation, discussion questions) — for ambassadors (see below) • Consultation in a box • Train/equip team members and ambassadors to visit/reach out to various community groups, functions and events (e.g. Farmer’s Market, Fairs, Seniors Groups, Youth Groups, Clubs, Associations, Ratepayers, and Neighbourhood Groups, etc.) | July-Dec. 2013 |
| Establish/Maintain a project participant list | June - ongoing |

Thrust 2: Educate and Inform

Focus: Promote understanding of the project — make the complex comprehensible, communicate parameters/scope and bring people ‘up to speed.’

| Strategies/Tactics | Timing |
|--|------------|
| Core Community Information Session (an introductory meeting to serve as an educational/foundational piece) | Sept. 2013 |

Thrust 3: Visioning and Guiding Principles

Focus: Engage people in helping to shape the vision/guiding principles for the new community.

| Strategies/Tactics | Timing |
|--|------------|
| Visioning/Guiding Principles Workshop #1: Steering Committee | Sept. 2013 |
| Visioning/Guiding Principles Workshop #2: Community | Oct. 2013 |

Thrust 4: Land Use Concept Generation

Focus: Engage the community in helping to shape potential land use concepts.

| Strategies/Tactics | Timing |
|---|-----------|
| Land Use Concept Generation Workshop #1: Steering Committee | Oct. 2013 |
| Land Use Concept Generation Workshop #2: Community | Nov. 2013 |

Thrust 5: Land Use Concept Feedback

Focus: Gauge community reactions to alternative land use concepts with a view to identifying the preferred (or a sub-set to carry forward).

| Strategies/Tactics | Timing |
|---|-----------|
| Land Use Concept Feedback Workshop #1: Steering Committee | Jan. 2014 |
| Land Use Concept Feedback Workshop #2: Community | Feb. 2014 |

We note that the specific agendas/approaches to each of the Workshops described above for Thrusts Three to Five will be developed in consultation with the Steering Committee. Workshop content and exercises will be tailored to the work plan objectives and make generous use of innovative potential facilitation approaches — from café-style roundtable discussions, to “dotmocracy” activities, to hand-held device live-time tabulation, to graffiti walls, and others.

The sessions will effectively harness the communication potential of precedent images and other visuals that are compelling, educational and illustrative. Moreover, they will be supplemented by non-workshop alternatives for providing input (through online commenting and so forth).

7.0 Future Initiatives

This section of the Strategy begins to look beyond Phase Two of Vision Georgetown insofar as it is feasible to do so. It sets out a list and timeline of anticipated engagement activities for Phases three to six.

It also begins to address additional consultation goals that will be addressed in later phases of the process, such as how to engage the local youth and how we intend to reach out to members of the public and other groups who don't generally participate in these types of planning processes.

Engaging Youth Specifically

Youth are typically under-represented in this type of planning exercise. As a starting point, the project team proposes to meet with and work through the Mayor's Youth Action Committee (who could potentially serve as conduits to and from various youth-constituencies). The team will seek the Committee's best advice on engaging youth in Halton Hills. There is currently a youth engagement initiative underway to develop a framework, policy and communications plan to increase youth civic engagement. One of the projects identified by the committee for future engagement is the Vision Georgetown project.



Figure 5: We are exploring innovative and exciting ways to engage youth in Vision Georgetown.

One youth engagement initiative that the team is proposing for discussion is a high school media studies project that would involve students preparing videos about the Vision Georgetown project for posting on YouTube, the project website and elsewhere, and potentially for use at consultation events. Other initiatives will be determined following the meeting with the Mayor's Youth Action Committee.

Going Further — Proactive Outreach Options

To maximize community input and to reach those who do not typically involve themselves in this type of community/land use planning exercise, two additional proactive outreach activities are proposed for discussion:

- Random recruit focus groups — This would involve randomly calling Halton Hills residents to recruit participants to participate in focus groups at a minimum of two nodal points in the project process: the land use concept generation/review phase and the draft secondary plan phase. The participants would include a mix of genders, ages, occupations, incomes, working status, resident locations and so forth. The recruitment would purposefully target those who do NOT typically engage in municipal planning exercises (given the intent to engage the ‘silent majority’).
- Strategic listening calls — This would involve having project team members (potentially including Steering Committee members) calling randomly into the Halton Hills population and engaging residents in brief 5-7 minute conversations about the new community. This approach could be used at selected times throughout the project process.

Future Phase Consultation

This engagement strategy has focused on the critical time period from project inception to generating alternative land use concepts and a single preferred option to carry forward, from June 2013 to February 2014. Looking beyond this timeframe, the project team anticipates using a variety of techniques to communicate about and get input on the background reports and draft plans. The following table summarizes some of the consultation tools and methods that we anticipate will be used beyond Phase Two:

| Phase | Consultation Tools/Methods |
|-------|--|
| Three | On-going Newsletter, Posters, Website Update, Email blast, Social Media. There will be limited community engagement in Phase Three beyond the on-going consultation activities. |
| Four | On-going Newsletter, Posters, Website Update, Email blast, Social Media. Public consultation events (i.e., presentations/Q&A, a workshop format Smaller group/kitchen table working meetings) will also be held to present and obtain input on refinement of draft alternative. |
| Five | On-going Newsletter, Posters, Website Update, Email blast, Social Media. Public consultation events (i.e., presentations/Q&A, a workshop format Smaller group/kitchen table working meetings) will also be held to present and obtain input on the preferred land use alternative. |
| Six | On-going Newsletter, Posters, Website Update, Email blast, Social Media. The draft secondary plan will also be presented through an Open House/Presentation and a Statutory Public Meeting will be held. |

8.0 Monitoring

A Community Engagement strategy is only useful if it achieves its objectives. We will therefore evaluate the success of our community engagement efforts by conducting regular reviews against the Community Engagement Objectives as outlined in Section 4.0. The following is a brief overview of how we will monitor and report on the success of our engagement activities.

Monitoring Activities

Town staff and the project consulting team will undertake the following in order to monitor the success of the Community Engagement Strategy:

- We will provide brief surveys and response forms at events and on-line to assess how participants feel about being involved in the Vision Georgetown project process;
- Surveys will also be used to determine which parts of an engagement process participants felt were most effective, useful, informative or enjoyable;
- Participants will be asked to indicate the degree to which they developed a better understanding of the issues being discussed/presented;
- We will keep track of the number of participants who attend consultation events, contribute to meetings, visit the website, provide formal comments, and participate in other formal consultation activities; and
- We will also keep track of the number of participants who maintain contact with the Town following a public engagement session.



Figure 6: We want feedback from the participants on the success of our engagement strategy.

Monitoring will also involve our team's own reflection on consultation tools and activities. Following each phase of the study, we will consider the following as it relates to community engagement:

- Did we meet our engagement objectives?
- What worked well?
- What could have been done better?
- What changes might we implement to improve the process?

Reporting Activities

We will report on our monitoring efforts by providing briefings to the Steering Committee and to Council at the end of each of the project phases. We will provide an overview of:

- The engagement events/activities;
- The information/feedback obtained from participants and how the feedback was incorporated into results/outcomes;
- How the chosen engagement methods led to the process results/outcomes;
- How future engagement methods might be modified to ensure better participation and feedback; and
- How the consultation strategy will be updated for upcoming project phases, including key priorities, updated tactics and related timelines.