

Planning Advisory Committee Special Meeting Agenda

Wednesday, July 7, 2021 – 7:00 p.m. Via Virtual Meeting

- 1. Call To Order**
 - 1.1 Mi'kma'ki Territorial Acknowledgement
- 2. Review of Procedure for Public to Address the Committee - Chairperson (below)**
- 3. Approval of Agenda** (any other items to be added)
- 4. Approval of Minutes of Thursday, May 27, 2021**
- 5. Business Arising from Minutes**
- 6. Planning Advisory Committee Matters**
 - 6.1 Council Vision Workshop Report Review verbal
 - 6.2 MODL2040 – Summer Public Engagement Program Review 1-9
- 7. Heritage Advisory Committee Matters**
- 8. Added Items**
- 9. In Camera**
- 10. Next Meeting Date: Thursday, July 22, 2021**
- 11. Adjournment**

Procedure for Addressing the Committee

An opportunity will be provided to all citizens to address the Committee on each item under Committee Matters shown on this Agenda or added to the Agenda by the Committee. Individuals who wish to address the Committee are asked to note the following:

- On each Committee Matter on the Committee's Agenda, the Chair will seek public comment upon the completion of staff's presentation.
- Each person shall state their name.
- All statements and questions shall be directed to the Chairperson.
- Presentations shall be limited to 10 minutes. Persons wishing to address the Committee a second time will be given opportunity to do so once all others in attendance have had the opportunity to address the Committee. Persons addressing the Committee for a second time shall limit their presentations to 5 minutes.
- Since at this time we are not having in person public attendance, any citizen wishing to address the Committee may use the chat function on Facebook Live which is monitored by staff.

Anyone wishing to address the Committee on a matter not included on this Agenda can have the matter added to the next meeting's Agenda by contacting Jeff Merrill, Director of Planning and Development Services, at 902-521-0925 or by email at planning@modl.ca

Planning Advisory Committee
Date: July 7, 2021
Item No: 6.2
Approved By: J. Merrill



MODL2040

Public Engagement Plan Staff Report

02 July 2021

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1. Background

The Municipal Government Act outlines the minimum legal requirements for public engagement regarding the preparation of Municipal planning documents. MODL developed a Public Engagement Strategy that aligns with these requirements and acts as a guide for Municipal staff conducting public engagement sessions. The purpose of public engagement, as set out in the strategy, is to ensure that all voices are heard and considered in the decision-making process.

The strategy states that “*The Municipality seeks to balance these views and communicate the decisions back so that the public understands how its diverse concerns were considered in the final decision*”.

Through the strategy, the Municipality commits to:

Inclusivity: *Diversity of opinions is desired, and we will utilize a range of tools to engage diverse subsections of the public.*

Early Involvement: *We will involve the public as early as possible and ensure information is available in a timely manner to assist the public in their planning, preparation and engagement.*

Respect: *We will be respectful of decision-making protocols and jurisdictions. We will ensure the process is respectful of diverse views, values and interests.*

Transparency: *We are committed to the efficient and effective use of taxpayer’s dollars, and will clearly define roles, levels of engagement and outcomes of the process.*

Continuous Improvement: *We will conduct regular evaluations of our public engagement activities, identifying what is working well, and what areas can be modified or streamlined.*

2. Purpose

The purpose of this public survey is to collect input from the community on Council's updated vision, mission, and value statements for the new Municipal Planning Strategy and to determine what aspects of these statements are most important to the community.

3. Aim

Public engagement allows the community to be involved in the planning process. The community's input can be used to help refine Council's vision, mission, and value statements to reflect what the community cares about. In turn, the vision, mission, and value statements will help guide the MODL2040 plan development.

4. Engagement Strategy

Promotion

A short message will be posted on MODL's Engage website before public engagement begins in July, letting residents know about the purpose of the upcoming engagement sessions and when it will start. Through collaboration with Sarah Kucharski, MODL's communications officer, Facebook events or reminders will be set up to inform residents of the engagement locations and dates. These reminders will also direct residents to MODL's Engage site where an online version of the survey will be set up. A radio ad will also be broadcasted to inform people of where and when engagement is occurring within the community.

In-Person

Surveyors will be equipped with rack cards that residents can fill out on-site. The cards will have the statements from Council printed on the front with the survey questions at the back, and a link to the Engage website for those who do not have time to fill out the card on the spot. Up to four questions will be taken from the online survey to be included on the rack cards, which can be returned to the surveyors once completed. Surveyors will have clean pens/markers, sanitizer and wipes, ID badges, and a banner/poster asking residents to engage with the vision statement printed on it. There will also be a map of the Municipality available to allow participants to show where they live. The aim is to only collect input from residents of MODL and to avoid conflicting opinions from outside of the Municipality.

Online

A draft vision and mission statement from Council will be incorporated into the online survey to allow residents to reference it while providing their input. The online version of the survey has ten questions that will allow participants to provide more feedback. This survey will be available on MODL's engage site until mid-August.

5. Survey Questions

The survey questions were developed after reviewing the draft vision and mission statements from Municipal Council. Questions around age and location have been included to gauge the reach of the engagement program. A larger, print version of the vision, mission, and values will be available on-site to allow passers-by to read over the statements at their leisure before participating. There is a mixture of likert scale, yes/no, word bank, and fill in the blank questions. Handouts with the link to the MODL Engage site and online survey will also be available on-site to allow for community members to fill out the survey in their own time.

The survey questions are as follows:

1. What community do you reside in?

Fill in the blank.

2. Identify your age cohort:
 - a. Below 18
 - b. 18 - 24
 - c. 25 - 45
 - d. 46 - 60
 - e. 60+
3. Did you fill out the MODL community goals survey earlier this year?
 - a. Yes
 - b. No
4. Does Council's vision statement reflect how you see the future of the District of Lunenburg?
 - a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
5. Which key idea from the vision statement agrees most with you?

Respondents will be presented with an array of keywords representing the main ideas in the vision statement and asked to choose all the options that suit them. For example:

[Thriving Communities; Unique cultural identities; Diversified economies; Environmental protection]

6. Is there something you would like to see included or emphasized in the vision?

Respondents will be presented with a wordbank of up to 15 words and asked to choose all the options that suit them. The words will represent the themes that were identified in the What We Heard Report but were not included in the vision statement. For example:

[Sustainable Development; Healthy Communities; Reliable Infrastructure; Active Mobility; Housing; Governance]

7. On a scale of 1-5, how much does the Municipality's vision matter to you?

Respondents will be asked to rate between 1 and 5.

8. Do you agree that Council's mission (actions of today) will help in achieving the vision (MODL in 2040)?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree

9. What actions can the Municipality take to achieve the vision?

Respondents will be given a chance to write a short answer.

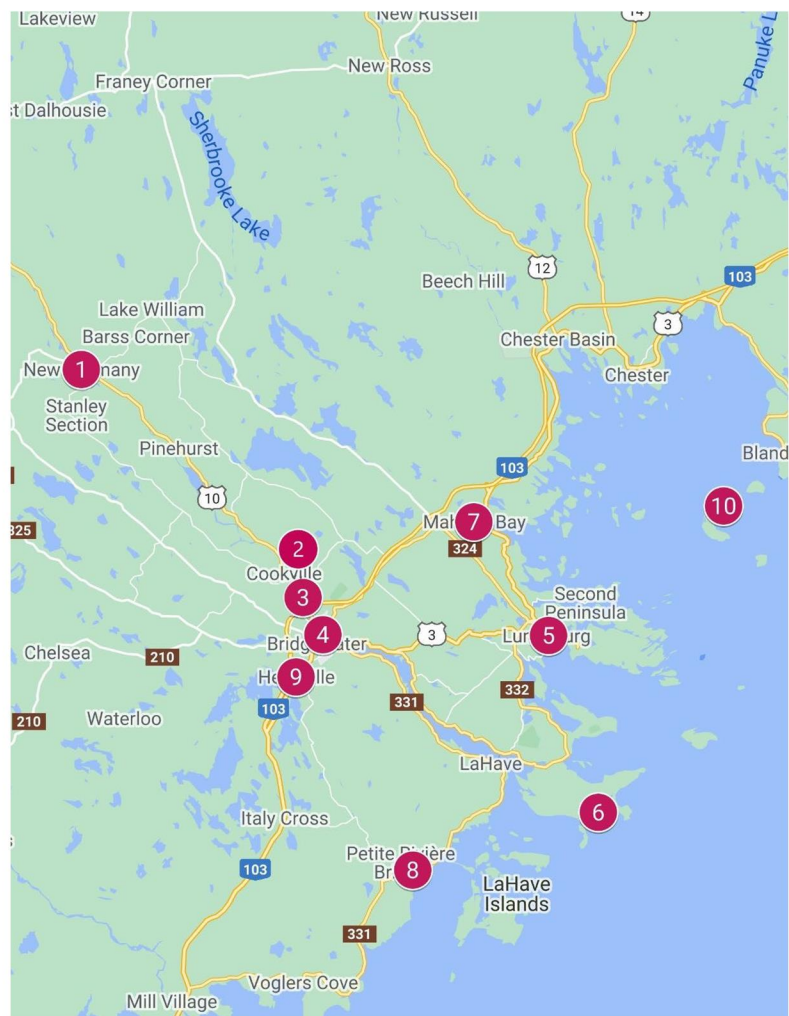
10. Do you agree with the values that Council has presented?
- Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree

11. Locations

Based on previous experience with public engagement and the expected footfall at several public places, the following locations have been chosen carefully to cover a larger population of the District of Lunenburg. (Refer Location Map)

Location Map

1. New Germany
2. MODL Municipal Building
3. Cookville Walmart
4. South Shore Mall, Bridgewater
5. Lunenburg Firehall
6. Riverport-Hirtle's Beach
7. Mahone Bay
8. Petite Rivière – Beaches
9. Hebbville/Wileville
10. Big Tancook Island



11. Schedule

Each location will have one team made up of a minimum of two people. A member of planning staff will join the student planners on each of the engagement dates to answer any additional questions the public may have. All times are to be determined and will be posted on the MODL Facebook page and Engage website. Surveyors will be onsite talking to the public for a minimum of three to four hours per session.

Week 1

July 14, Wednesday

Team 1 Municipal Building
Team 2: Cookville Walmart

July 16, Friday

Team 1: Hebbville
Team 2: Wileville

Week 2

July 19, Monday

Team 1: New Germany (Farmer's Market, 2 Papa's Pizza)
Team 2: New Germany (Canada Post, Gas Station)

July 21, Wednesday

Team 1: Mahone Bay (Biscuit Eater Cafe/The Barn Cafe)
Team 2: Mahone Bay (Main Street)

July 23, Friday

Team 1: Big Tancook Island (On Island)
Team 2: Big Tancook Island (Ferry Terminal Chester)

Week 3

July 26, Monday

Team 1: Bridgewater (South Shore Mall)
Team 2: Lunenburg (Firehall)

July 28, Wednesday

Team 1 Municipal Building
Team 2: Cookville Walmart

July 30, Friday

Team 1: Mushamush Beach Park

Team 2: River Ridge Common

Week 4

Aug 4, Wednesday

Team 1: Hirtle's Beach (Rose Bay General Store)

Team 2: Petite Riviere Beach (General Store)

Aug 6, Friday

Team 1: Mahone Bay (Main Street - Stationed)

Team 2: Mahone Bay (Main Street - Mobile)

12. Conclusion

The data that will be collected through the public engagement outlined in this plan will be used to support further development of the vision, mission statement, and goals of the MODL2040 project. Public participation in the planning process is an important tool that planners use to ensure that all the needs of the community are met. Incorporating community members into the process of creating visions and goals for where they live lets residents voice their opinions on what they would like to see happen in the community during the upcoming years. Furthermore, this feedback will become crucial when developing strategic policies that will guide the development of the MODL2040 project.