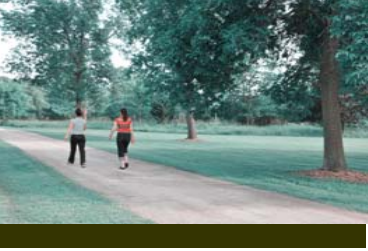


# **Growth Management Strategy – Public Engagement Program**



## **Presentation to Development Services Committee**

**September 23rd, 2008**



# Background

- Public engagement program identified in GMS work program
- Partial funding included in 2008 Capital Budget; additional funding requested for 2009
- DPRA Canada retained to design & implement the program



# Coordination with BMFT

- Working with Corp Comm to integrate GMS communications with other BMFT strategic priority communications plans (e.g., Greenprint)
- Ensuring GMS messaging and activities are consistent with overall BMFT communications strategy
- Integrating and leveraging GMS public engagement activities, where possible, with other BMFT activities
- Coordinating activities schedule with other strategic priorities and action plans to minimize conflicts & capture opportunities



# Overview

- Input from the public is an integral part of the development of the Growth Management Strategy (GMS)
- DPRA was contracted to design and implement a comprehensive and creative public engagement program
- Communications and consultation items are included in the proposed Public Engagement Program



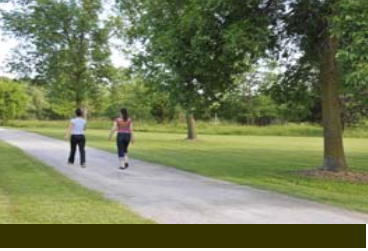
# About DPRA

- Leading public consultation consulting practice; head office located in Vaughan
- Assisted dozens of municipalities with similar consultation programs including Oakville, Vaughan, Richmond Hill, Kelowna, Yellowknife, London, Pickering and Ajax.



# About the Program

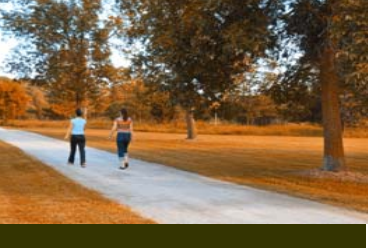
- A draft public engagement program has been developed for review.
- Includes a detailed proposal of when major consultation and communication activities should take place, proposed forms of communication and intended audiences.



# Objectives

## Main objectives of the Public Engagement Program (as per the RFP)

1. Continued dialogue with the Markham community on the growth management strategic priority;
2. Engage the public in the GMS and OP Review processes in a meaningful way;
3. Educate the public on senior government growth policies and planning, options for growth within the Town and their implications;
4. Obtain public input/consensus regarding options for growth, and implementation/ phasing of growth;



# Objectives, continued

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5. Establish effective user-friendly means of communicating information regarding the GMS and new OP with the public;
6. Assist Council and Town staff at organized meetings with the public;
7. Assist in ensuring coordination with various ongoing communication/consultation efforts related to the Town's six strategic initiatives (BMFT); and
8. Keep Town Council and Staff informed about the program.





# Public Engagement Program

- Program Design
- Implementation of the Public Engagement Program



# Program Design

**Project Orientation Meeting**

**Aug. 1, 2008**

**Review Relevant Documents**

**Consultation Planning Workshop**

**Develop Draft Consultation & Communications Plan**

**Councillor Interviews**

**Meeting with Planning Staff**

**Draft Consultation and Communications Plan**

**Presentation to DSC**

**Sept. 23, 2008**

**Finalize Consultation and Communications Plan**





# Proposed Audiences

- Public-at-large
- Council
- Stakeholder Groups
- First Nations and Aboriginal Groups
- Town Staff



# Public Engagement

**Stage 1:  
Proposed  
Growth Options**

Mid-October  
2008 to Mid-  
January 2009

**Stage 2:  
Preferred  
Growth  
Option**

End of January to  
End of March  
2009

**Stage 3: Draft  
Growth  
Management  
Strategy**

Early April to  
Early June 2009

**Stage 4:  
Communications**

Mid June to End  
of June 2009



# Implementation of the Program

## Stage 1: Proposed Growth Options (Including Context)

Launch Event

Community Dialogues on Growing Markham (Stage 1)

Talking Growth Dialogues (for stakeholders; Stage 1)

Youth Engagement

Tea and Talk Markham

Summary of What We've Heard to DSC

Late  
October 2008



Early Jan.  
2009

## Communication Tools

- ✓ Growth Markham Workbooks
- ✓ Letters / Press Release
- ✓ Interactive Web Dialogue
- ✓ Advertisements / Posters
- ✓ Website / Webcast
- ✓ Public Information Boards / Mall Display



# Implementation of the Program

## Stage 2: Preferred Growth Option

Community Dialogues on Growing Markham (Stage 2)

Talking Growth Dialogues (for stakeholders; Stage 2)

Youth Engagement

Tea and Talk Markham

Summary of What We've Heard to DSC

Late  
January 2009

End of  
March 2009

## Communication Tools

- ✓ Interactive Web Dialogue
- ✓ Website / Webcast
- ✓ Letters/Press Release
- ✓ Advertisements / Posters
- ✓ Public Information Boards / Mall Display



# Implementation of the Program

## Stage 3: Draft Growth Management Strategy

**Community Forum**

**April to June  
2009**

**Summary of What We've Heard to DSC**

## Communication Tools

✓ Website / Webcast

✓ Advertisements / Posters

✓ Letters / Press Release

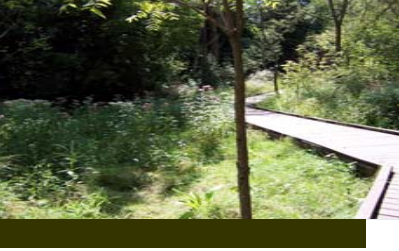
✓ Public Information Boards / Mall Displays

## Stage 4: Communications

✓ Website Updates

**Mid to End of  
June 2009**

✓ Letters/Press Release

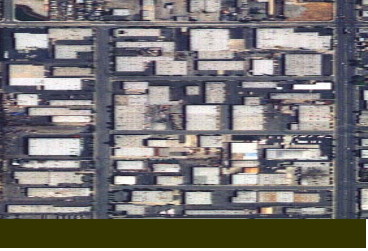


# Summary

The public engagement program will:

- Develop *awareness* among target audiences that the Town is developing a GMS
- *Reach out and engage* a diversity of residents in the process
- *Encourage* residents to participate in the process
- *Seek opinions and support* from participants on the specific growth management options
- *Record, track and summarize* what has been heard during the process
- *Report* back to the Town at the end of every stage





# **GMS Public Engagement Program**

## **Questions?**