

OFFICIAL PLAN REVIEW

Draft Communication Strategy
Presentation to Council

1. Official Plan Review
2. Communication Strategy
 - Purpose
 - How will the public be engaged?
 - Roles & Responsibilities
 - Project Branding
 - Online Presence and Print Media
 - Visioning Public Workshops
3. Next Steps
4. Q & A



OFFICIAL PLAN REVIEW

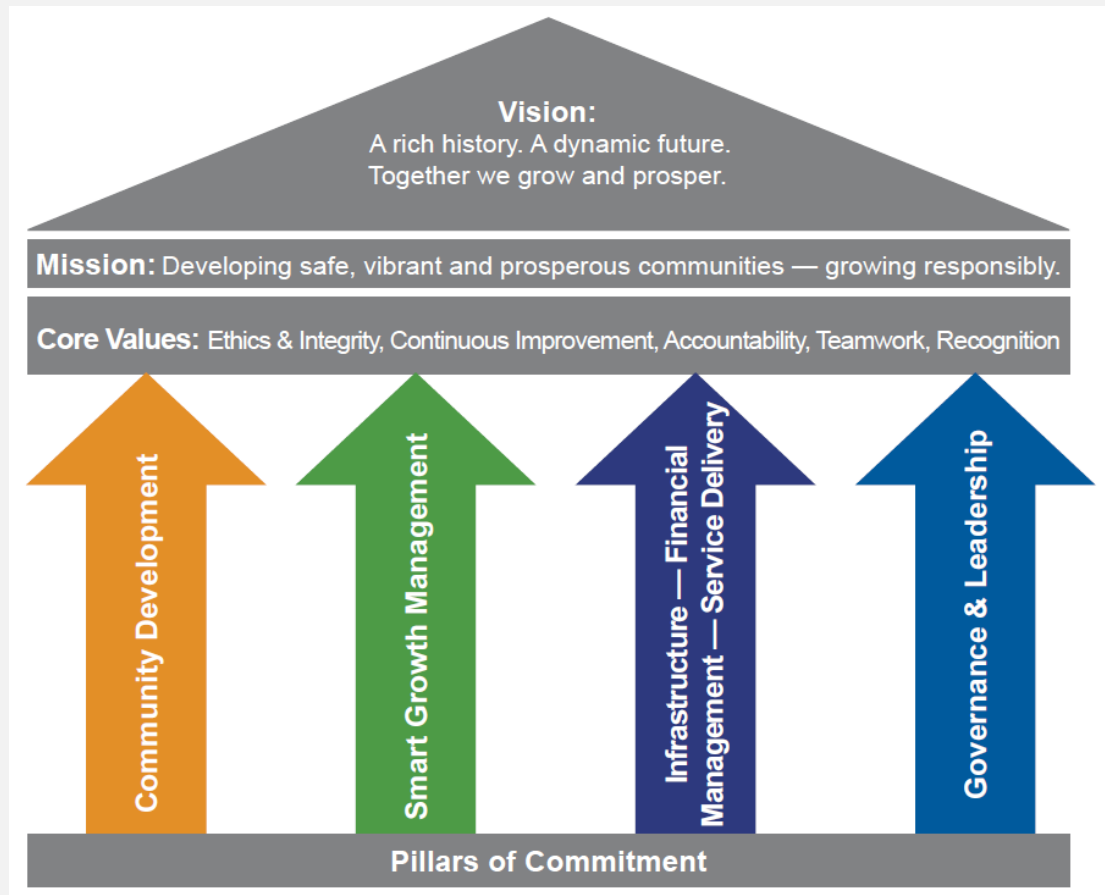
- The Township of Springwater's Official Plan was adopted on October 6th, 1997 and approved on January 28, 1998. The Official Plan manages development and physical change in the Township for a twenty year period to 2016.
- The Township's Official Plan has undergone a number of amendments including the completion and introduction of Secondary Plans for the Midhurst, Hillsdale, Centre Vespra, and Snow Valley Settlement Areas.
- An Official Plan review/update is needed to reflect updated Provincial legislation (*Planning Act*, PPS, 2014, Growth Plan, Source Protection Plan) and the new County Official Plan.

- **Purpose**
 - To build upon the Township's work program to undertake the Official Plan Review and clearly outline the principles, methods and tools to consult and engage the public, agencies, stakeholders and Council.
 - Strategy is intended to augment the Township's Strategic Plan and Communications Plan for Municipal Development.

“Our Springwater, Our Future” (2016 – 2018 Springwater Strategic Plan)

- Sets out the Vision, Mission and Core Values of the Township, and also identifies four strategic Pillars of Commitment.
- Community engagement is a key factor in achieving the strategic goals. Direction of Council to:

“Create opportunities by which our community establishes sustainable relationships for the purpose of building a collective vision for the benefit of our community”.



HOW WILL THE PUBLIC BE ENGAGED

PHASE 1

Preparatory

(May 2016 – Early 2017)

- Community Visioning Workshops
- Public Open House / Meetings
- Stakeholder Meetings
- Township Webpage
- Social Media
- Online Surveys/Questionnaires
- Ads/Notices
- Posters/Flyers

PHASE 2

New Official Plan

(Early 2017 – Fall 2018)

- Stakeholder Meetings
- Public Open House / Meeting
- Township Webpage
- Social Media
- Online Surveys/Questionnaires
- Posters/Flyers

ROLES AND RESPONSIBILITIES

Consultant

- Facilitate public consultation;
- Summary of all comments received;
- Meetings with staff / stakeholders and the public;
- Preparation of a Draft Discussion Paper, Growth Management Strategy, and Background Reports; and the Draft Official Plan; and
- Presentations to Council.

Staff

- Day to day liaison between stakeholder groups;
- Providing input / assistance regarding technical issues;
- Coordination of public consultation events, meetings, notices, advertising;
- Receiving comments from the public;
- Incorporating text received from the Consultant for the Township's project webpage, social media, notices, and questionnaires;
- Review and comment on the Draft Discussion Paper, Growth Management Strategy, Background Reports and Draft Official Plan; and
- Attendance at Public and Council meetings.

Public / Stakeholders

- Participate in the development of the Vision, Goals, and Objectives;
- Review and comment on the background work;
- Provide input through social media and online questionnaires;
- Provide comments on the Draft Discussion Paper, Growth Management Strategy, Background Reports and Draft Official Plan; and
- Attend Public Open Houses, the Statutory Public Open House and Statutory Public Meeting.

Council

- Provide input to the development of the Vision, Goals and Objectives;
- Review and comment on the Draft Discussion Paper, Growth Management Strategy, Background Reports, Draft Official Plan; and
- Adoption of a new Official Plan.

- **Project Branding**
 - Identify a consistent image (i.e., logo) to give the project an identifiable brand.
 - Basis for the development of study promotional materials, to ensure a consistent and recognizable brand.
 - Complement the existing Township of Springwater logo.
 - Use a unique Official Plan Review project logo on all reports / presentation materials.

PROJECT BRANDING OPTION #1



1a



1b



PROJECT BRANDING OPTION #2



2a



2b



ONLINE PRESCENCE AND PRINT MEDIA

- **Dedicated Webpage on Township Website**
 - Project workplan and process
 - Background information and reports
 - Updates at all key milestones / advertise public events
- **Online Questionnaires**
 - Accessible from webpage
- **Social Media**
 - Social media platforms will include Facebook and Twitter (@springwatertwp / #springwaterOPR)
 - Advertise project updates / upcoming public events

ONLINE PRESCENCE AND PRINT MEDIA

- **Project Video**
 - A 2-3 minute animated video prepared for project launch.
 - Provide information regarding the project and opportunities to engage the community (Visioning workshops).
- **Project Post-Cards and Posters/Flyers**
 - Advertise upcoming community events, provide project information, how the community can participate
 - Ads in Springwater News, post at community venues/destinations
 - Distribute with Township mailings and/or consider direct mailings

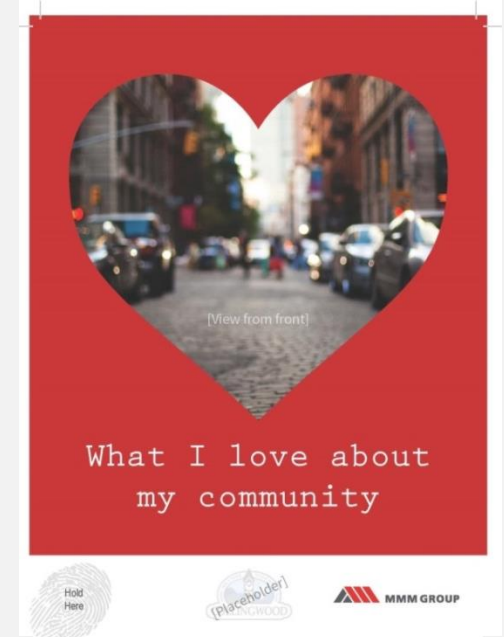
VISIONING PUBLIC WORKSHOPS

- ***Visioning Workshops***

- Provide a summary of the Official Plan Review process, and obtain input on a new vision, goals and objectives to guide planning decisions.
- In Elmvale (afternoon) and Midhurst (evening). Potential for an additional afternoon meeting in Midhurst.
- Open house format with workshop component (break-out groups); and survey/questionnaires.

- ***“What I Love About My Community Contest”***

- Residents encouraged to capture images using the photo frame to post to the Township’s social media.
- Initiate at the first series of public visioning workshops, with prizes awarded to the best images captured.



Why is it important?

- A vision is an aspirational statement that identifies what is important to the community, now and in the future.
- Basis for establishing the goals and objectives that will help to establish land use policy.
- Assists the Project Team in understanding the “focus” for Springwater.

- Finalize Communications Strategy based on Council input
- Public Visioning Workshops (November 2016)
- Draft Discussion Paper (Winter 2016)
- Draft Growth Management Strategy (Winter 2016)
- Meeting with Staff/Stakeholders and Public Open House (Winter 2016)
- Finalize Draft Discussion Paper and Growth Management Strategy Update (Early 2017)
- Section 26 Meeting (Early 2017)
- Final Discussion Paper and Growth Management Strategy Update (Early 2017)

QUESTIONS?

- Input on Project Branding?
- Input on online presence and print media?
- Input on Visioning Workshops?

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