



Public Engagement and Communications Plan

The Municipality of Central Elgin (Municipality), supported by Dillon Consulting (Dillon), is developing a Secondary Plan to lay out the long term vision and plan for the repurposing of the Port Stanley Harbour lands and their planned integration with the adjacent waterfront areas in Port Stanley. The Port Stanley Harbour Area Secondary Plan (Harbour Plan) will build on previous work to identify land use designations and policies that will guide detailed planning and recommend the location of specific land uses, such as parks, recreation, retail and tourist commercial, housing (both primary and second/vacation homes) and infrastructure investment. The Harbour Plan will be the statutory plan needed to take the harbour lands from vision to action.

Through a community-wide public dialogue, the engagement and communications process for the Harbour Plan will contribute to the development of a plan that has a high degree of community support.

The purpose of this Public Engagement and Communications Plan is to guide the project team and inform the public about the suggested process for this dialogue.

If you have any questions or would like to comment on this plan, please contact:

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Learn more about the project and how you can participate at: centralelgin.org/harbour

#myportstanley

Harbour Plan Public Engagement and Communications Overview

Goal

Support the Harbour Plan by informing, educating, engaging and encouraging maximum participation from residents, businesses and visitors of the Port Stanley Harbour area as well as from a diverse range of stakeholders.

Objectives

Provide information in a timely manner about the Harbour Plan project to all stakeholders, including residents.	Educate and inform participants by providing information in a way that is accessible, clear and easy to understand .	Using a variety of methods, host collaborative and interactive events and conversations about the harbour lands with a diverse range of stakeholders.	Maximize public participation and engagement; solicit buy-in from stakeholders in the study area.	Demonstrate how participation is valued and how input received is taken into consideration and influences end results.
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Engagement Techniques

<p>Make information available online; provide a direct Municipality email contact.</p> <p>Leverage Central Elgin Twitter, Facebook and YouTube channels.</p> <p>Respond to direct inquiries in a timely manner.</p> <p>Email newsletter.</p>	<p>Development of a project “brand” and recognizable templates for reporting.</p> <p>Establish project page on Municipality website with distinct URL and hashtag.</p> <p>Use plain language and graphics in reports and presentations.</p> <p>Provide AODA compliant documentation.</p>	<p>Analyze stakeholders, interests and determine appropriate engagement methods.</p> <p>In-person events, including “Coffee Conversations”, Directions Workshop, and Statutory Meeting to provide a range of opportunities for participation. Other events include “pop up” information kiosks and presentations at community group meetings.</p> <p>Public members at large on Steering Committee.</p>	<p>Maintain up-to-date contact list.</p> <p>Comprehensive advertising and outreach.</p> <p>Online engagement opportunities, including project survey.</p> <p>First Nations community engagement.</p> <p>Targeted outreach to study area stakeholders (could include door hangers, mail drops, posters, flyers).</p>	<p>Sharing documentation and reporting of public engagement process with participants and all residents.</p>
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SECONDARY PLAN PROCESS

PUBLIC EVENTS

Coffee Conversations

Directions Workshop

Online Engagement Activities

Public Meeting
on Preferred Land Use Plan,
Incentive Programs and
Financial Impact

Statutory
Public Meeting

PROJECT PHASES

1: BACKGROUND REVIEW AND CONTEXT

2: OPPORTUNITIES & CONSTRAINTS, VISION AND LAND USE

3: RECOMMENDED SOLUTION AND DOCUMENTATION

MEETINGS

SC + TC Meeting:
Confirmation of Scope

SC Meeting:
Confirm the Vision Workshop

SC Meeting:
Design Charrette to Assess Land Use Concepts

SC + TC Meeting:
Review Draft Secondary Plan

SCHEDULE

FEBRUARY-MARCH 2017

APRIL - JUNE 2017

JULY - NOVEMBER 2017

Harbour Plan Meetings and Events

Throughout the Harbour Plan project, a number of collaborative and interactive events, meetings and conversations about the harbour lands will take place with a diverse range of stakeholders. These include a series of facilitated meetings with a dedicated project Steering Committee, seeking input from interested indigenous communities, and a series of public engagement events: an introductory “Coffee Conversations” casual project discussion, an interactive Directions Workshop public event, a Design Charrette targeted at the Steering Committee, a Recommendations Review Open House, and a Statutory Public Meeting. These scheduled events could be augmented by a number of supportive engagement events and activities designed to generate interest, excitement, and meaningful conversation.

Planned Steering Committee Meetings

The mandate of the project Steering Committee is to provide guidance, strategic direction and stakeholder input at key points in the Port Stanley Harbour Secondary Plan process. Members of the Steering Committee include Municipality of Central Elgin Mayor, Councillors, staff, Elgin County staff, local BIA representation, and “members at large”.

Over the course of the project, Steering Committee meetings will be held during each of the three project phases. Meetings will be held in the lead up to the Public Engagement Event for that phase.

Phase 1: Background Review and Context	Phase 2: Opportunities and Constraints, Vision and Land Use		Phase 3: Recommended Solution and Documentation
Steering Committee Meeting #1	Steering Committee Meeting #2	Steering Committee Meeting #3	Steering Committee Meeting #4
Meeting to confirmation of scope of work and key issues of the study area	Workshop to confirm the Vision	Design Charrette to interactively assess land use alternatives and to identify a recommended land use concept.	Meeting to review the Draft Secondary Plan

Planned Public Engagement Events

Public Engagement Events are intended to be interactive and open to all residents, businesses and visitors of the community. Techniques will be used to ensure that those unable to attend in person will receive the same information and have a chance to participate on their own time.

Phase 1: Background Review and Context	Phase 2: Opportunities and Constraints, Vision and Land Use	Phase 3: Recommended Solution and Documentation	
<p>Coffee Conversations: Introduce the project seek input on a vision for Port Stanley Harbour. Hosted at a local coffee shop.</p> <p>Survey. Survey to seek input on vision, improvements, and big ideas for the harbour lands.</p> <p>Presentations at community group meetings (ongoing)</p>	<p>Directions Workshop: Provide an overview of and seek input on the vision, preliminary analysis, and land use options.</p> <p>Presence at local events such as Harbourfest.</p>	<p>Open House: Present the preliminary recommended plan to the public and receive feedback.</p>	<p>Statutory Meeting: Provide the public opportunity to comment on the final recommended plan.</p>