

Sturgeon County Public Engagement Plan – Morinville Community Recreation Centre

BACKGROUND

In 2015, Morinville announced building an arena and, following public engagement, decided to build a Community Recreation Facility. In 2016, Council agreed to develop a Joint Business Plan with the Town of Morinville for the Community Recreation Facility. The business case includes key areas: project governance, financial requirements, project risks and mitigation measures. Sturgeon County Council supported the business case development and recognized that many decisions would be needed based on the information that came forth. Morinville requested financial support Sturgeon County. Prior to making any further decision it is recommended that Council and Administration undertake a full public engagement to gather public input regarding the Community Recreation Centre.

Sturgeon County's role – Plan and conduct engagement activities, communication, key messages, goals, and final report of findings.

Consultant's role – Facilitation

CONSIDERATIONS (RISKS)

- Residents concerned that Sturgeon County won't support the Community Recreation Centre.
- Residents may not support the facility due to the County's geographical makeup.
- Requirement to complete engagement by late November/December 2017 will ensure enough time for capital budget costing and planning in 2018 (dependent on decisions/grants funding).
- Some divisions already have recreation facilities or are located near an urban centre (Edmonton, St. Albert).
- Financial – availability of grant funding.

Risk Mitigation Strategies:

- Clear communication at every point of contact that specifies Council's position.
- Regular environmental scans.
- Communication – public education over the summer months.
- Public Engagement (PE) Plan effectively communicated and promoted.
- Issue/reputation management (ongoing).

Proposed PROJECT TIMELINE

- Public Education – Messaging – August
- Divisional Meetings – November
- Divisional Workshops/Focus Groups – November
- Online Survey – TBD following PE Sessions
- Engagement completion – **TBD**
- Decision/Outcome from P2 – TBD
- Project reporting - TBD

PROJECT GOALS AND KEY MESSAGES

GOALS:

Specific information being sought is:

Determine if there is enough support from residents, representative from each division for the Community Recreation Centre.

How will the information be used in the decision-making process?

Information gathered will determine if there is representative interest from residents across all divisions.

KEY MESSAGES:

- Involving the public leads to better decision making.
- Engagement will take place first to determine resident interest in a Community Recreation Centre, then decide on what best addresses the community needs.

PUBLIC INVOLVEMENT LEVEL – IAP2 SPECTRUM

Three levels of involvement are required: Information Sharing, Consultation, and Active Participation.

Information Sharing: To build awareness

Consultation: Discussing ideas and concepts to build knowledge

Active Participation: Sharing decision making

PUBLIC PARTICIPATION GOAL

- **Involve** - To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Sturgeon's Commitment to the Public

We will work with residents to ensure that their concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

PROJECT STAKEHOLDERS

Primary:

Residents

- Agriculture focused – Rural – Farmers/Producers
- Sturgeon Valley area – Urban
- Multi-lot subdivisions – Working class families – some rural characteristics

Secondary:

Internal - staff

- Office Staff – Front Counter staff answering calls; serving residents
- Field staff – Higher incidence of face-to-face contact with residents
- Senior Leadership Team
- Council members – (7) represent the residents

STRATEGY IMPLEMENTATION

Tools & Techniques – Public Engagement Framework

Communication Plan

Budget - \$15,000 approved 2017

Additional Considerations:

Review of project costs (engagement and communications)

Communications staff will monitor website and social media stats.

PUBLIC ENGAGEMENT STRATEGY

Potential Participant's	Proposed Level of Engagement	Engagement Strategy
<ul style="list-style-type: none">• Residents• * Community Groups• * Sport Groups• Potential facility users	Information / Consultation / Active Participation <- INVOLVE	Public Education – Inform (August) Attend divisional meetings to receive information and provide feedback. Workshop attendees to provide specific input into the Community Recreation Centre project through workshops as required. Online Survey
<ul style="list-style-type: none">• Sturgeon County Staff• Council• Board Members	Information sharing <- INFORM	Updates on project status through regular progress updates.
<ul style="list-style-type: none">• Media	Information sharing <- INFORM	News releases; updates.

COMMUNICATIONS STRATEGY

Target Audience	Action	Tools
<ul style="list-style-type: none">ResidentsCommunity GroupsSport Groups	Provide information regarding opportunities for input into the Community Recreation Centre.	Info in local papers, updates on website, social media. Road Signs. Utility Inserts. Distribute info to groups for their newsletters.
<ul style="list-style-type: none">Sturgeon County StaffCouncilBoard Members	Review meeting and workshop info prior to PE and provide input.	Invitation for participation through e-mail. Scoop. Updates on Intranet and through status reports, and meetings as required.
<ul style="list-style-type: none">Media	Provide information regarding public engagement opportunities in the region.	News releases; updates

EVALUATION STRATEGY

What are the indicators of success for the public involvement process?

- number of participants
- number of survey submissions
- workshop outcomes, and participation

What are the indicators of success for the public engagement process?

Did all the intended groups have meaningful opportunity for feedback?

When and how?

At the end of each session.

A question on a feedback form can collect this information.

What will we do with the results of the evaluation?

Results from initial meetings and workshops will allow us to determine if there is consensus and strong representation across the County either in support of or against funding the Community Recreation Centre. Follow up with workshop groups to ensure the decisions align with their expectations.

Learnings can also be applied to future projects and future public engagement.

REQUIRED CONSULTANT SERVICES

Facilitation