Sturgeon County
Sturgeon Valley Planning & Development
Public Engagement and Communications Plan

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1.0 Introduction, Background+ Context

Sturgeon County has been working for many years with residents, landowners and surrounding neighbours of the Cities of St. Albert and Edmonton, the Canadian Forces Base Edmonton and the Edmonton Metropolitan Region Board on the plan for what growth in the Sturgeon Valley could look like. With increasing population, Sturgeon County is committed to careful planning for this area to balance existing agriculture and country residences with new housing and development opportunities.

Phase 1 of the work has recently been completed and Phase 2 has just started (fall 2020).

Phase 1 Growth Framework

Existing Conditions and Plan Area Review
Land Use and Servicing Expectations
Preliminary Financial Analysis
Growth Framework Report

Phase 2 Primary Area Structure Plan

Public Information & Engagement Sessions
MDP Amendment
Valley Core ASP Amendment
ASP for SVSSA
NSP Development & Adoption

1.1 The Sturgeon Valley Area

The Sturgeon Valley is over 5,000 hectares and includes those lands contained within the area of Highway 37 to the north, Highway 28 to the east, Range Road 253 to the west and the city boundaries of St Albert and Edmonton to the south/southwest.
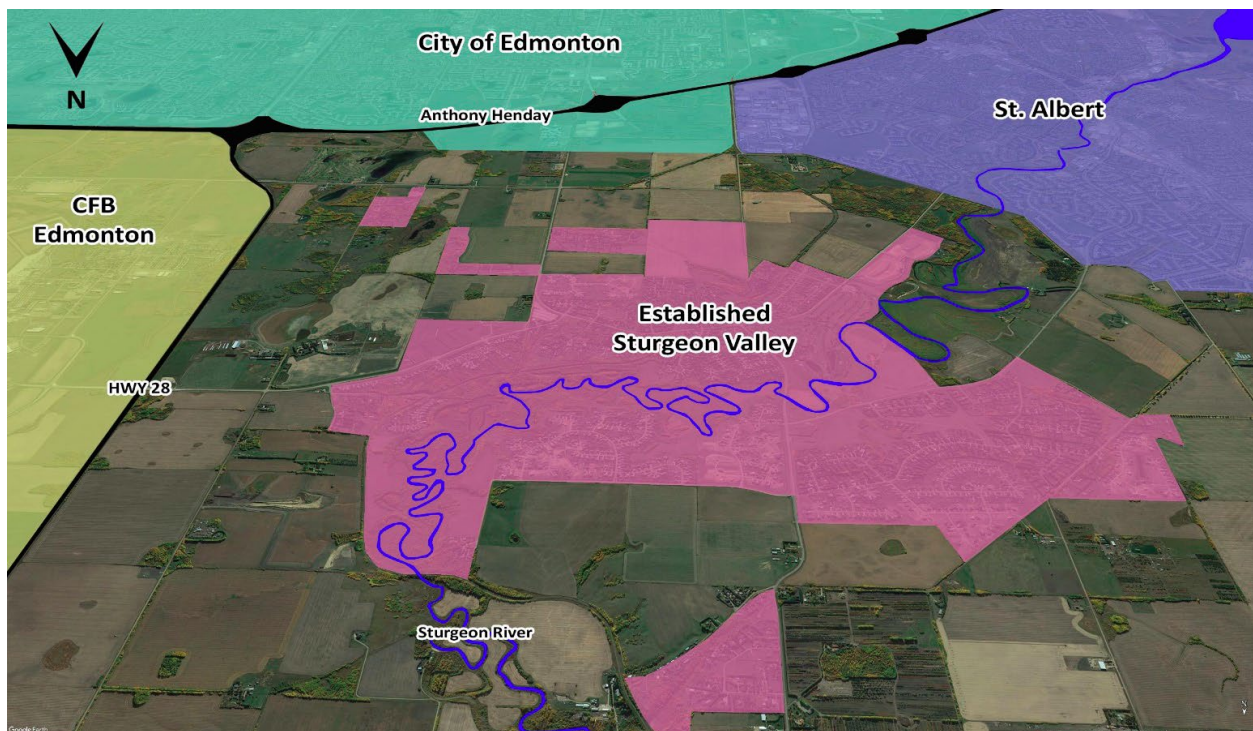
The Sturgeon Valley is currently home to 4,200 residents. The area has been built up over the last 50 years. Approximately half of the existing developments in the Valley were built prior to the original Area Structure Plan for Sturgeon Valley which was developed in 1996. There are 33 different multi-lot communities, with varying lot sizes. Approximately 90% of existing approved country residential lots have been developed.

Why This Is Being Considered Now

Due to the sharp contrast in density and development with the surrounding Cities of Edmonton and St. Albert, the existing rural residential community and servicing considerations, the EMRB recognized the need for phased development in the Sturgeon Valley to mitigate the impacts of urban development. In 2017 the EMRB assigned the Sturgeon Valley a Special Study Area designation to allow for this. This has allowed time for a made in "Sturgeon County" approach to consider transition of development from our municipal neighbour boundaries into the Valley area.

"Sturgeon County, in collaboration with the City of St .Albert and City of Edmonton, will plan for the completion of the Sturgeon Valley in a contiguous, compact manner with transitions that are sensitive to existing established communities, surrounding agricultural area and metropolitan boundaries."

1.2 Past Engagement

In 2009 and again in 2016, Sturgeon County conducted a number of engagement initiatives with residents and developers to try and update the original Valley ASP. However, project work stalled after input was received. There were no plan amendments or bylaw changes and further development in the Valley stopped. Appendix A includes the proposed land use plans that were shared with the public during these engagement sessions.

Recently Valley landowners were engaged in developing the Sturgeon Valley Growth Framework which was presented to Council in July 2020.

1.3 Development Of The Communications and Engagement Plan

This plan was developed based on the understanding of the project team's requirements, gaols and outcomes, best practices in communications and engagement, research and with input from a number of County residents, landowners, staff and Council.

In September-October 2020, a number of targeted activities were conducted to gather input related to their understanding of development in the Valley interests, concerns and success for communications and engagement:

- One-on-one interviews with all six Councillors and the Mayor, Sturgeon County Communications staff and five Sturgeon Valley residents
- Online survey open to all developers, with five responses

NOTE: this Communications and Engagement Plan is a working document that will evolve as the project rolls out. We will be monitoring the implementation of activities for effectiveness and success, and adapting and updating this plan as needed.

2.0 SWOT Analysis

The SWOT analysis below outlines various factors that may potentially impact this project. Strategic considerations to take advantage of strengths and opportunities and to mitigate weaknesses and threats can be found in *Section 2.5*.

2.1 Strengths

- There is a strong desire by both Administration and Council to get this right and have meaningful and effective communications and engagement. There is a desire to hear what residents want so that it can be addressed in future development.
- There is an eagerness on behalf of Council to see growth and development, and that it be done well.
- This is an opportunity to hear what Valley residents want to see as their community grows.
- This is an opportunity for community and relationship building as this is just the beginning of long-term growth and a long-term relationship between residents, developers, neighbours and the County.

2.2 Weaknesses

- There are many uncertainties of how Administration will move these plans forward
- All plans, policies and bylaws require both Council and EMRB approvals, without this development will not proceed and it is unknown whether these will get their approvals
- The decisions to develop the land and to increase housing density have already been made, leaving the perception that there is nothing left to influence.
- Limited information has been shared with the public about plans for growth in the Valley or the mandated changes outlined in the EMRB Growth Plan. The amount of growth expected may be a surprise for some residents.
- Plans for developing the Valley have stalled over the last 10 years leaving a sense of missed opportunities, frustration and loss of trust with developers.
- Developers are lobbying decision makers and perception that decisions are informed by this.
- There is pressure to progress planning and have development start.
- Time is needed to ensure that the right information is provided to the public and the right input is being collected from them that can be used by Administration and Council in decision making.
- Residents and developers don't feel heard and can't see how their input is being considered and used. Feedback is gathered and not used.
- If the public is upset (residents or developers), this may become intensified and people may use this as a campaign issue during the upcoming election in fall 2021.

- Administration and Council will need to demonstrate that they are listening and, if engagement occurs, report back how public input was considered in order to address the perceptions that leadership will make their own decisions and disregard public input

2.3 Opportunities

- There is an equally strong desire by the public to have development done right, and have meaningful and effective public engagement.
- There is an eagerness on behalf of developers who want the opportunity to develop the land.
- There is great curiosity among residents about what is being planned for the Valley and they are looking for more information.
- Some residents are eager to see change, improved infrastructure to address existing issues and opportunities which might come with development (ex. increased connectivity with open space and access to the river valley, schools, playgrounds, arenas, soccer fields, seniors housing, community center)
- Reaching as many people as possible will be important as there are a wide diversity of perspectives among Valley residents, not everyone is opposed or in support of this
- Residents and developers have great ideas about what the Valley could be and could mean to residents that would meet unfulfilled needs and make it an important place in the County
- There are great opportunities to educate and inform the public and address their many questions
- Providing information about how development will be paid for will address the concerns about one area of the County getting special treatment over others, reducing the potential for creating division among communities
- Almost all of those residents spoken to as part of this process were appreciative, eager and willing to offer additional input at future engagement events and many offered to promote future opportunities more broadly

2.4 Threats

- Those residents who do not want to see change, who do not agree with the rate of growth or who are surprised by what could change may be frustrated and angry. They may spread their own information or campaign against growth.
- Given the gap in information sharing, there is some mistrust that the County is planning things for the Valley without their knowledge or input
- This is a complex planning process with many layers and details that will require information to be provided in clear, easily understandable ways that speak to what's important to the public
- Some residents in the Valley may not participate because they don't see themselves as being Sturgeon County residents.
- Stakeholders may not engage or become frustrated if they see this process being a repeat of what's been asked through past engagement activities that haven't resulted in change.

- There are no guarantees. Even if plans are approved, market demands will determine whether development will occur.
- People may not be interested in something that they won't see happen for several years.
- Residents may be feeling consultation fatigue given several projects the County has engaged with residents on over the last few months.

2.5 Strategic Considerations

Based on the SWOT, the following are considerations for developing the communications and engagement approach for this project:
- Start sharing information soon
- When sharing information about the project, bundle all the elements (ex. amendments, plans, bylaws etc) together to demonstrate a coordinated County approach, reduce confusion for the public and streamline communications and engagement
- Use a phased approach to communications to introduce the project and support audiences in understanding the complexities
- Focus on giving information that all the audiences are looking for – residents, developers + Council
- Focus on relationship building as much as information sharing. Demonstrate that you are listening by sharing back what you are hearing from them, responding to concerns and explaining if and how they are being addressed
- Find ways to be as responsive as possible
- Share information with all audiences in the same way. When information is shared with one audience, group or person, share it also more broadly
- Explain what you do and do not know at each point in time, share the uncertainties and unknowns
- Be the first and definitive source to share information
- Make information sharing interesting, easy to understand, in different formats and constantly changing to keep it updated and fresh
- Find advocates in the communities wiling to encourage others to become informed, get involved and distribute information and notices broadly in the Valley
- Set up long-term ongoing communications channels that are frequently updated
- Develop a brand for Sturgeon Valley development so that information related to it is easily identifiable

3.0 Audience & Issues

3.1 The Interested and Impacted

Those audiences within Sturgeon County directly impacted by growth and development in the Valley include:
- Sturgeon Valley residents
- Sturgeon Valley landowners
- Sturgeon County Council
- Developers
- Local Businesses
- Realtors
- Sturgeon County Departments (Assessment Services, Community Services, Engineering Services, Development Services, Protective Services, Transportation Services, Utility Services, Planning & Regional Services, Agriculture Services, Economic Development, Financial Services)

Those audiences outside of Sturgeon County directly impacted by growth and development in the Valley include:
- City of Edmonton
- City of St. Albert
- Canadian Forces Base Edmonton

Those audiences indirectly impacted include:
- Other Sturgeon County residents
- Residents of the Cities of Edmonton and St. Albert

3.2 Key Issues & Interests

PROJECT-RELATED ISSUES

Issue	Interests and Values Description
Uncertainty of What Will Change	Given the limited information residents have, there is a high level of uncertainty about what is being planned, what the future of the Valley will look like and what the potential impacts and issues may be. There are questions about what the vision for the Valley is. While the opportunity to influence what might happen is now, before construction starts, people do not have enough information to visualize what might happen and what they would want to see.
Timing of Development	Residents are wondering when they will start to see change happen and at what rate. Developers are wondering when they will be able to start development, where and at what rate.

Delays Impacting Potential Investment	Those who own land are eager to see development decisions made so that they can develop and benefit financially. They are frustrated with the delays in planning.
Cost/Impact on Taxes	There are many questions about what the costs to develop the Valley will be, who will pay for this, how the County will pay for this and if taxes will have to increase.
Loss of Rural Lifestyle	There are concerns that what people value most about the valley will be lost: quiet, peace, green space, scenic views, wetlands, safety, agricultural land, country living. They are concerned about noise, traffic, crime and becoming an extension of the city.
Increased Traffic	The Valley not only will have more vehicles on the roads from increased residents but that it becomes a place of convenience people drive through from other areas of the County.
Balancing Growth & Integrating Densities	Currently there is a drastic difference between high density urban development along the Valley's boundaries of Edmonton and St. Albert with existing farm land and country residential areas. There is concern that the area looks like an extension of these areas and a desire to consider the transition that integrates well the new and existing development.
Proper Infrastructure & Maintenance To Support Growth	There are some existing issues in the Valley with infrastructure and concern that adding more development in the Valley will make them worse and bring new issues (water, waste, waste water, fire protection, roads)
Development Needs To Happen	EMRB is expecting this area to be developed and if it doesn't happen there is risk of the Cities of Edmonton + St. Albert annexing it, developing it in their own way and having higher taxes. There are also residents interested eager to have more in their community so they don't have to travel outside the Valley (ex. recreation, stores).
Non-contiguous Development	Development will depend on availability and sale of lands, there is concern that this may lead to the Valley being developed in patchwork pieces without an overall vision for connection among them to create a sense of cohesion. This is often described as "planning done well". There are questions about how development will be phased and why it seems to be focused only on certain areas of the Valley.
Safety	There are existing safety concerns in the Valley and fear that further development will increase these issues.
Impact on CFB Edmonton Operations	With increased growth this may impact existing operations which will have trickle down effects on our economy (

Impact on Property Values	There are questions about what impact development will have on the value of existing properties.
Unequal Access To Development Opportunities	There is a feeling among some developers that the County has already made decisions about what developments they want and agreements have been made, while they feel shut out of the process.

PROCESS-RELATED ISSUES

Issue	Interests and Values Description
Lack of & Unequal Information Sharing	There are many questions the public has about what is being planned for the Valley. They do not want to be surprised about what is being planned and would like to have this information before it goes to Council and final decisions are made. They want to know what's know, what's unknown and the impacts. Developers also feel information isn't being shared opening or equally. There is a desire for more information sharing, on an ongoing basis for all.
Trust & Relationships	There is some skepticism about what the County is doing given the lack of information.

3.3 Information Needs

The type of information needed in order to support the public in conversations about the Valley's growth and development:

- The importance of this project
- What is being considered
- The vision for the Valley and future growth
- Plans and decisions that have already been made
- Limitations and restrictions that must be met
- How density targets will be met
- Timelines: when plans will be approved, when change will happen and when construction will start
- Will there be phases of development or certain areas of the Valley that will be developed first and how will this be determined
- Potential positive and negative impacts of these changes and how they will be mitigated
- How new development will be integrated with existing development
- What commercial development will look like
- How these decisions are being made

- What might impact development from occurring once plans are in approved
- How initial development and ongoing maintenance and upgrades will be paid for, by who and whether taxes may increase
- Impact to property values
- Plans or potential for future annexation
- How the public can influence what's being planned

4.0 Overall Communications

4.1 Project Goals

Short Term Project Goals (next 6 months, October 2020 – April 2021)
1) Amendment the Municipal Development Plan
2) Amend the Valley Area Structure Plan for Area C
3) Develop an Area Structure Plan for Sturgeon Valley Special Areas A+B

Mid Term Project Goals (timeframe TBD)
To Be Refined: developer-led neighbourhood structure plans

Long Term Project Goals (timeframe TBD)
1) Develop the Sturgeon Valley in a responsible, affordable, complete and timely way while mitigating impacts of growth
2) Meet the mandatory guidelines for development set out by the County, EMRB, the Province and others
3) Provide new housing, social, recreation, business and economic opportunities for Valley residents

4.2 Project Frame For Communications

Project Name: **Sturgeon Valley Growth & Development**

Focus Statement and Tag Line to Be Refined And Narrowed Down To One Option Each:

Focus Statement Option 1:   **Developing our Sturgeon Valley in an economically and environmentally responsible way while maintaining what's most important**

Focus Statement Option 2:   **Developing complete communities that balance affordability, existing development, new opportunities and the Valley experience**

Project Tag-Line Option 1: **Respecting Our Valley Through Growth**

Project Tag-Line Option 2: **Our Valley: Responsible Planning, Meaningful Communities**

4.3 Overall Communications Objectives & Key Messages

Communications Objectives
- To inform the public about the importance of and County's commitment to developing the Sturgeon Valley
- To build awareness and a common understanding about current planning and future development of the Sturgeon Valley across all key audiences
- To provide ongoing and regular updates on the status and progress of the project
- Build relationships with residents, developers, neighbours and Council

Communications Objectives Related to Engagement
- To inform the public about engagement opportunities and invite participation
- To encourage participation of diverse audiences throughout the Valley
- To report back to the public about the outcomes of the engagement activities
- To report back to the public what decisions were made and how public input was considered
- To share with the public, Administration's options and recommendations being presented to Council for consideration

Key Messages About The Project
1) Sturgeon County is committed to developing the Sturgeon Valley in our own way.
   - The Sturgeon Valley is different and we don't want to lose the uniqueness.
   - The Edmonton Metropolitan Region Board Growth Plan requires specific growth in the Valley. If we don't do this for ourselves, someone else will do it for us.
   - Let's do this together

2) It is important that we do this well and in a responsible way.
   - *[To Be Refined: Need a message around considering cost]*
   - What happens here will shape the future of Sturgeon County. We want to offer something that we can be proud of.
   - We want to see the Valley balance nature and neighbours.

3) We know this will mean change and with this will come both positive and negative impacts.
   - The amount of housing, people and traffic will increase.
   - We are building out complete communities to include new and different types of services and amenities for residents.

4) Change will not happen overnight, but what we do today will influence when it does come.
   - There is much work yet to be done before you will see change.
   - We don't know all the details of what development will look like.

- o There will be many opportunities throughout development for you to provide your input.
- o Now is your chance, once shovels hit the ground it's too late.

4.4 Ongoing Project Communications Tactics

The following are suggested communications tactics to initiate early and to be continued for the life of the project:

County Website: A landing page dedicated to the Valley growth and development project. Include information on: project timelines, detailed project summaries, key documents. Keep this updated regularly (monthly at a minimum). Include the previously recorded project video. Promote the project newsletter (see below) and include a "sign-up here" button where people can leave their email address and be included in the newsletter database. Promote this through the County's and Community's social media channels.

Newsletter: An ongoing electronic newsletter sent out on a regular basis (monthly or quarterly at a minimum) providing updates and upcoming events.

Council Updates: On a monthly basis provide details about: what's been accomplished in the project and with the public, what we've heard, how we've responded, potential issues, things to be aware of and next steps.

Project Branding: Create an image and brand that can be used on all communications items so that it's easily recognizable that it relates to Sturgeon Valley to build recognition, show commitment and keep residents engaged.

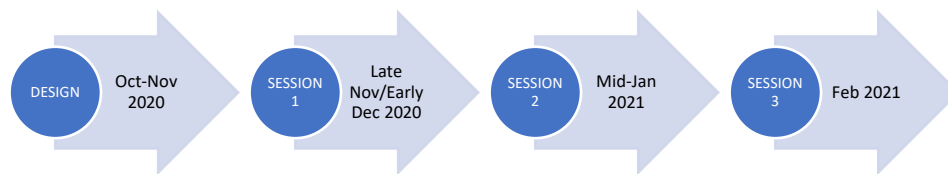## 5.0 Decision Making, Communications & Engagement Opportunities

Below is the International Association of Public Participation's (IAP2) Spectrum that Sturgeon County's Public Engagement Policy requires to be used to clarify the scope of engagement. This tool defines the public's role in public engagement processes and the level of influence over decision making.

IAP2'S PUBLIC PARTICIPATION SPECTRUM

d.

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

The following is the phased approach to communications and engagement for the timeframe of October 2020 – April 2021:

5.1 Communications & Engagement Objectives & Tactics

SESSION 1: Late Nov/Early Dec 2020

Decisions Being Made: none
Spectrum Level: Inform
Engagement Objective: none
Communications Objective:
1) To provide information to key audiences about the project elements
2) To inform the public of future opportunities to influence decision making
3) To ensure we are upholding our commitments to a meaningful and effective communications and engagement process

Commitment: We will provide you with information and keep you updated

Tactics:
1) **Live, Online Information Session.** Using Zoom platform, this open public session will allow participants to join online from their homes, meet the Project Manager and Project Team members, learn about the project and what's being considered, ask questions and express concerns and ideas. This session can be recorded and posted on the County's website for those who could not attend.
2) **Recorded Information Clips.** These small video recordings of the Project Team members sharing short pieces of information can be posted to the County's website and shared through social media as an alternative form to reading documents.
3) **FAQ**. Written document responding to the questions identified through pre-engagement and made public in advance of the Information Sessions.
4) **FAQ Followup/Addenda.** Following the Information Sessions, update the FAQ with any new questions received from the public and post.
5) **Developer Only Live, Online Information Session.** Using Zoom platform, this event is available specifically for Developers to come together receive the same information at the same time, learn about the project and what's being considered, ask questions, express concerns and ideas and discuss their involvement in Session 2. This session can be recorded and shared with those who could not attend.
6) **Staff Only Live, Online Information Session.** Same purpose as the public sessions, only targeted to County staff.

7) **Call-A-Planner**. These open, public sessions are re-occurring times scheduled over the weeks following the Live, Online Information Session where project team members are available to answer questions and provide further details and clarification to the public. This could be a teleconference line or online video link.
8) **Project Newsletter.** Send out to Information Session participants and those signed up to receive regular project updates and include a summary of the Information Session, concerns and ideas heard, upcoming event dates and details.
9) **Thank You Email.** Sent out to each participant providing next steps, evaluation feedback and collect participant demographic information.

FOR CONSIDERATION: Establish a *Community Advisory Group*, consisting of a variety of Valley residents, developers and interested audiences to provide guidance and direction not on the project, but on the process of communications and engagement, to ensure the process is open, transparent, accessible and meets our audiences needs. Members would also act a conduit of information between the County and their respect audiences, encourage their participation and share back any potential issues they notice arising.

SESSION 2: Mid-Jan 2021

Decisions Being Made: What refinements should be made to the draft MDP and Valley Core ASP amendments and draft Sturgeon Valley Special Study Area ASP?
Spectrum Level: Consult
Engagement Objective: To gather feedback on issues, concerns and suggestions for improvements on the draft documents
Communications Objective:
1) To describe what was considered in developing the draft documents, including the limitations and requirements
2) To ensure we are upholding our commitments to a meaningful and effective communications and engagement process
Commitment: We will consider your input in finalizing our draft documents before we send them to Council for final approval. We will report back to you how your feedback was considered, what we could address, what we could not and why.

Tactics:
1) **Live, Online Engagement Session.** Using Zoom platform, this open public session will allow participants to join online from their homes, learn about the draft documents, ask questions and provide their feedback. This session can be recorded and posted on the County's website for those who could not attend. TBD: developers participation.
2) **In-Person Engagement Session.** TBD, depending on restrictions at the time related to COVID-19.
3) **Staff Only Live, Online (or In-Person) Information Session.** Same purpose as the public sessions, only targeted to County staff.

4) **Draft Document 1-Pagers**. These short information sheets, one for each of the draft documents, provide a snapshot of essential information contained in the draft documents for those looking for an easy to read summary that will prepare them to participate and provide their feedback.
5) **Draft Plans.** Made public in advance.
6) **FAQ Followup/Addenda**
7) **Online Response Collection.** For those who cannot attend the live sessions or prefer to provide their input individually. This can be a survey tool, or if interested there are online engagement platforms that provide different tools, experiences and ways to provide input beyond a survey.
8) **Project Newsletter**
9) **Thank You Email**

SESSION 3: Feb 2021

Decisions Being Made: none
Spectrum Level: Inform
Engagement Objective: none
Communications Objective:
   1) To report back how the input was considered and how it influenced the final documents
Commitment: We will explain how your feedback was considered, what we could address, what we could not and why.

Tactics:

1) **Live, Online Information Session**
2) **Staff Only Live, Online (or In-Person) Information Session**
3) **Recorded Information Clips.** These small video recordings of the Project Team sharing short descriptions of what was heard from Session 2 and how input was considered and addressed. These can be posted to the County's website and shared through social media as an alternative form to reading documents.
4) **FAQ Followup/Addenda**
5) **Project Newsletter**
6) **Thank You Email**

5.2 Marketing Tactics

The following marketing tactics are suggested to promote each of the above Sessions:

Direct Mail Outs – to every resident/landowner in Sturgeon Valley
Direct Emails - to residents who've signed up to receive notifications
Utility Bill Inserts – to every resident/landowner in Sturgeon Valley
Portable Road Side Signs – placed at key points in the Valley
Posters on Mailboxes – throughout the Valley
Valley Community Facebook Pages – reach out to the Administrators of the different community Facebook pages and ask if they would be willing to post information about upcoming events
Subdivision Home Owners Associations – reach out to ask if they would share information
County Website Valley Landing Page – provide information of upcoming events Calendar
County's Social Media – post upcoming events and followups
Councilor's Social Media – provide information for Councillors to post on their own sites Community Social Media
Sturgeon County Community Event Calendar – post events to the calendar
Traditional Local Papers – reach out to local journalist and provide details. St. Albert Gazette, Free Press.
Earned Media – ads in papers
County Connection – if publication timing works

6.0 Roles & Responsibilities

The following are key roles and resources required to both lead and provide support during implementation of this communications and engagement plan:

Project Team & Others	Roles & Responsibilities
Council	• Kept updated on progress and information throughout • Understand what the process is and why it is being done, the goal and their role • Encourage and support communications and engagement initiatives • To listen and participate as observers in communications and engagement activities • Final decision makers
Project Manager	• Offer strategic advice, input, insights and direction on all aspects of the project • Provide regular project updates and briefings to the Leadership Team and Council • Internal staff liaison • Coordination and liaison with resources, staff and information sources for use in development of materials and project implementation • Coordinate internal review and approval processes • Review and approval of communications and engagement plans, reports and materials • Stakeholder liaison • Report back to the public • Subject Matter Expert for information sessions
Project Team Members	• Provide information on project progress • Support development of information materials • Subject Matter Expert for information sessions
Consulting Teams	• Provide information on project progress • Support development of information materials • Subject Matter Expert for information sessions
County Communications	• Provide advice, opportunities and support related to internal and external communications • Responsible for delivery of all internal and external invitations, communications and coordination, including County website updates and social media posts • Outreach and broad distribution of communications

	• Graphic design and printing of materials
Leadership Team	• Kept updated on progress and information throughout • Participate in opportunities, learn and contribute input
Land Owners & Developers	• Participate in opportunities, learn and contribute input • Provide feedback on improvements to communications and engagement
Residents	• Participate in opportunities, learn and contribute input • Encourage others to participate and become informed • Provide feedback on improvements to communications and engagement
County Staff	• Participate in opportunities, learn and contribute input • Provide feedback on improvements to communications and engagement

7.0 Evaluation

This communications and public engagement process has the potential to build trust and relationships with residents and developers, build understanding about future plans for the Valley and gather input useful for consideration in decision making.

7.1 Indicators of Success

A number of success indicators have been identified based on the input from residents, Council and Administration.

Process-Related Indicators
1. Information about the Valley planning project is openly shared with all audiences.
2. Increased understanding about is important to residents and what their concerns are.
3. Questions, concerns and ideas are addressed.
4. Input received can be used to inform decision making.
5. A broad and diverse range of audiences participate.
6. Engagement opportunities were easy to find and easy to participate in.
7. Participants believe the County is listening and understands their perspectives.
8. Participants believe their input will be used to improve decision making.
9. Participant input is considered and/or used by decision makers in recommendations and decisions.

7.2 Implementation

Evaluation questions will be asked of each participant at each engagement activity. Responses will be monitored throughout to ensure objectives are being met and areas for improvement, adjustment or changes will be identified and addressed in the moment rather than waiting until the end when opportunities are completed.

APPENDIX A: Proposed Land Use Plans Shared With The Public

2009
- Aspirational 21,000 to 28,000 additional population
- Plan not submitted to CRB

2013

- **Viability of 2.0 du/ha (gross)**
- **Integration of PGA and CCRA Planning Units**
- **MDP Planning Process (REF Resubmittals, Plan Approval 2014)**
- **Plan not submitted to CRB**