

WHAT WE NEED TO ACCOMPLISH:

- DESIGN ENGAGEMENT WITH THE COMMUNITIES BE FLEXIBLE BROAD REACH RESPONSIVE ACKNOWLEDGE VARIETY

PHASES FOR SUCCESSFUL ENGAGEMENT:

<p>PLANNING + PREP (2-3 weeks)</p>	<p>PHASE 1: OUTREACH + PE DESIGN (12 weeks)</p>
<p>ENGAGEMENT & COMMUNICATION PLAN</p> <p>Create detailed Engagement and Communications Plan from this overview - to include for example: stakeholders, objectives, tactics, materials needed, timelines.</p> <p>Will require input from CRC.</p>	<p>DESIGN PHASE 1 MATERIALS - (2-3 weeks) Develop engagement and communications materials and messaging (see examples of materials needed below, details to be confirmed when Engagement and Communications Plan is created in Pre-Phase 1 Planning).</p> <hr/> <p>IMPLEMENT PHASE 1 - (4-6 weeks)</p> <p><u>Purpose:</u> 1) To work with the community to identify opportunities to improve on how we communicate and engage with them 2) Communicate intent about investigating alternative site for First Place development</p> <p><u>Engagement Activities:</u> - stakeholder/community outreach mapping, phone calls/emails, interviews, online survey, door knocking</p> <p><u>Communications Activities:</u> City email/newsletter sign-up, phone scripts, backgrounders/fact sheets; interview/discussion guides/toolkits, 311 script, web updates, FAQ, key messages, signs on potential sites</p> <hr/> <p>ANALYSIS AND REPORT BACK PHASE 1 - (2-3 weeks)</p> <hr/> <p><u>Outcomes:</u> - Understand diversity of issues - How people want to be engaged and communicated with - Participant/audience list - Comprehensive + tailored Public Engagement Plan for Phase2 (to be designed based on council decision of land use change) - Build relationships; advocacy building</p>

DECISION MAKING OPTIONS

	<p>OPTION A LDA + APPROVAL OF LAND USE CHANGE of 119 Street (depending on timing of LDA)</p>	<p>OPTION B LDA + APPROVAL OF LAND USE CHANGE of 119 Street AND TAYLOR COLLEGE (depending on timing of <i>both</i> LDA'S)</p>
<p>LAND DEVELOPMENT APPLICATION</p> <p>To rezone Skyrattler alternative site lands for development: - internal circulation - public notification</p> <p>RISK: public notification of LDA's should occur after community has been advised of Administration intent</p> <p>OPPORTUNITY: communicate proactively about this in Phase 1</p> <p>CONSIDERATIONS: need to communicate with the public about what will happen at <u>each</u> site if the First Place program is <u>not</u> built</p>	<p>COUNCIL APPROVAL OF LAND USE CHANGE</p> <p><u>Public Hearing Process</u> If Approved → proceed with next steps</p> <p>If NOT Approved → proceed with First Place development on approved building 2006 site</p> <hr/> <p>RISK: The community was advised in 2014 that the 119 St location was a possible option pending feasibility studies and completion of the land development application process. Removing the option will require the City to be open about why, which could significantly impact the Community's level of trust, openness and existing relationships with the City; thereby impacting success of this engagement process.</p>	<p>COUNCIL APPROVAL OF LAND USE CHANGE</p> <p><u>Public Hearing Process</u> If 119 St LDA is Approved → proceed with next steps If Taylor College LDA includes First Place site and is Approved → proceed with next steps</p> <p>If NEITHER LDA's are Approved → proceed with First Place development on approved building 2006 site</p> <hr/> <p>RISK: Bringing forward multiple potential future developments at once time, may overwhelm the community</p> <p>OPPORTUNITIES: Communicate proactively about the upcoming Taylor College LDA Demonstrates City's responsiveness to find multiple alternative First Place sites</p> <p>CONSIDERATIONS: Need to coordinate (with Planning Coordination AND Taylor College) to ensure timing of public notification of Taylor College and 119 St LDA's are aligned in order for both to be options to move forward with in the next phase of engagement; Communication to address public perception of City supporting Taylor College LDA</p>

COMMUNICATIONS

Purpose:
 To keep the community updated and informed about the LDA process and next steps

Examples of Potential Communications Activities:
 - Communications activities to be tailored based on alignment with rezoning process and outcome/stakeholders identified from phase 1 engagement (examples in addition to those identified in Phase 1: phone/email scripts for calls/emails to stakeholders identified in phase 1, update FAQ, insert in rezoning notices, print ads, regular updates to councillor)

Outcomes:
 - To maintain a continuous process between the project, LDA public meeting process and Council's public hearing process

PHASE 2: ENGAGE + COMMUNICATE Siting Options	PHASE 3: REPORT (TBD)	PHASE 4: DECISION
<p><u>Purpose:</u> To proactively share information related to community issues</p> <p>To understand the potential impacts of the proposed sites on the community</p> <p>To identify considerations for the City in selecting a development site</p> <p><u>Example of Potential Engagement Activities:</u> - One-on-one information sessions; community conversations; online survey</p> <p><u>Example of Potential Communications Activities:</u> -Communications activities will be tailored once engagement activities have been finalized. - website updates, 311 script, media releases, mail drops, discussion/interview guides, social media, key messages, FAQs, print ads, road signs, phone/email scripts for calls/emails to stakeholders, City email/newsletter updates, school/backpack drops,</p> <p><u>Outcomes:</u> - Community input to inform recommendation - Build relationships</p> <p><u>TIME REQUIRED:</u></p> <ul style="list-style-type: none"> - To build design communications and engagement materials for Phase 2 - To implement phase 2 activities - To analyze input received to prepare for Phase 3 Reporting 	<p><u>Purpose:</u> To share back with the community on what was heard, how it was used and why</p>	<p><u>Administration:</u> To put forward recommendations to Council on site options for First Place Housing in Skyrattler</p> <p><u>Council:</u> To approve a final site location</p> <p>Report back to community on decision made, why, how input was considered and next steps</p>

CITY OF EDMONTON PUBLIC ENGAGEMENT GOALS

Demonstrates a culture of public engagement

Public engagement displays mutual respect and benefit

Public engagement is inclusive and accessible

Public engagement processes are effective

Public engagement activities are well managed and efficient