



TOWN OF MIDLAND
OFFICIAL PLAN REVIEW
YOUR IDEAL TOWN

COMMUNICATION PLAN
OCTOBER 14, 2015

Overview

The Town is updating its Official Plan. The Official Plan is an important policy document that contains goals, objectives and policies that provide guidance and direction to landowners, potential investors, land developers, homebuilders and the community at large.

The Town of Midland is a thriving community of 17,000 people, located on Georgian Bay in Simcoe County. The Town is the economic centre of North Simcoe and is identified as a Primary Settlement Area in the Growth Plan for the Greater Golden Horseshoe. Its current Official Plan was adopted by Council in December 2002 and approved by the County of Simcoe in June 2003.

Ontario's Planning Act requires municipalities to update their Official Plans at least once every 5 years to ensure it is consistent with the Provincial Policy Statement and Growth Plan for the Greater Golden Horseshoe, as well as regional requirements under the Simcoe County Official Plan.

The Official Plan provides direction for all areas and the elements that make up the Town. For example, policy direction is provided for:

- housing
- employment lands
- schools, parks and community facilities
- trails, sidewalks and cycling routes
- natural features, cultural heritage and archaeological resources
- transportation
- infrastructure

The Official Plan Review will be undertaken by The Planning Partnership (planning and public engagement), in association with Municipal Planning Services (to augment policy planning), Plan B Natural Heritage (specialists in natural heritage) and Urban Metrics (specialists in land budgeting and market growth analysis). The Town's Director of Planning and Building Services is managing the Official Plan Review. A Project Steering Committee is comprised of four councilors and three representatives from the community with resource people from the Town's various departments including Planning and Building Services, Engineering, Operations and Administration.

The Official Plan Review is being undertaken within the context of broad-based community consultation to ensure the voices of Midland landowners, business owners, service providers/ community organizations, home builders/developers and residents of all ages are heard throughout the Official Plan Review process. The Town wants to make sure there is a variety of ways people can share their thoughts throughout the Official Plan Review process.

The Town's Director of Planning and Building Services is managing and leading consultation with First Nations communities. The Town's "Duty to Consult" with First Nations communities will be met with face-to-face consultation and ongoing engagement of our First Nations communities throughout the Official Plan Review process.

The Town initiated the Official Plan Review in early 2015 with consultation through the public meeting under Section 26 of the Planning Act. The current work begins with Phase 2.

The team plans to reach out to the community in the following phases:

- **Phase 2** (up to December 2016) discussion of issues, challenges, opportunities and the guiding principles for the Official Plan
- **Phase 4** (January to March 2016) discussion of policy directions for the Official Plan
- **Phase 5** (April 2016 to September 2016) Draft Official Plan
- **Phase 6** (October to December 2016) Final Official Plan

A variety of methods will be used to consult the community including workshops, focus groups, open houses, public meetings, social media and traditional media.

Objectives of the Communications Plan

- To achieve broad-based community support for the updated Official Plan.
- To involve the community in the process.
- To consult with landowners, business owners, service providers/community organizations, homebuilders/developers and residents of all ages.
- To build awareness of the Official Plan and its role in guiding development and in enhancing Midland as a great place to live, work and play.

Key Audiences

- Town Council
- Town Staff
- Town of Midland landowners, business owners, service providers/community organizations, homebuilders/developers and residents of all ages
- Simcoe County
- Ministry of Municipal Affairs
- Ministry of Natural Resources
- First Nations
- Media

Key Tactics

Phase 2 Consultation/Visioning (up to December 2015)

Objectives

- To establish a common understanding among the stakeholders of existing conditions of land use, transportation, natural features
- To identify and obtain general agreement on the key issues, challenges and opportunities
- To establish and obtain broad based community support on the guiding principles

Face to Face Consultation

| Stakeholders | Meeting/forum for involvement | Timing | Responsibility |
|---|---|---|---|
| Town Staff | | | Town to organize |
| Project Steering Committee | Project start up to confirm work program, schedule, timing of key consultation events | September 15, 2015 | Town to organize |
| Councillors and Project Steering Committee | One-on-one meetings to discuss key issues, challenges and opportunities Discussion of vision and principles | November 16, 2015 | Town to schedule meetings |
| Residents | Community Visioning Workshop: <ul style="list-style-type: none"> • Presentation on purpose, schedule of the OPR, work in progress on understanding existing conditions • Presentation followed by conversation with the Town's Director of Planning and Building Services on questions posed by workshop facilitator • Round table discussions on issues, challenges, opportunities • Round table discussions on principles | November 16, 2015 Notice due to Town on October 23, 2015 | Town to distribute notices/ads (early November) TPP to prepare all workshop materials, provide all workshop supplies |
| Council | Presentation on the Issues, Challenges, Opportunities and Principles and outcome of Community Visioning Workshop | PDCC December 2, 2015 | |

Digital engagement and print communications

| Written Project Communications | Web site | Social Media | Traditional Media | Key Messages |
|--|--|---|---------------------|--|
| Brand the project | Post the workshop notice | Visioning workshop: | Meet with editor | Get involved, come to the workshop |
| Community Newsletter #1 | Post questions from key messages | <ul style="list-style-type: none"> • Facebook • Twitter • Flickr | Prepare media brief | What's important to you? |
| Prepare roll up banner to be used at community events | Post Community Newsletter #1 (early November 2015) | Post questions from key messages | | Favourite neighbourhood |
| Prepare Community Newsletter #2 on vision and principles (distribution mid-December) | Post Community Newsletter #2 | | | Favourite street |
| | Post links to vision and principles | | | Favourite park |
| | | | | What are the priorities for the Official Plan? |
| | | | | Comments on the Principles |

Phase 4 Directions and Recommendations (January 2016 to March 2016)

Objectives

- To establish a common understanding among the stakeholders of the directions and recommendations for the Official Plan
- To identify and obtain general agreement

Face to Face Consultation

| Stakeholders | Meeting/forum for involvement | Timing | Responsibility |
|-----------------------------------|---|--|--|
| Project Steering Committee | Round Table meeting Presentation of the key directions and recommendations Round table discussion | mid February 2016 | Town to notify Steering Committee members |
| Simcoe County | Round Table meeting Presentation of the key directions and recommendations | mid February 2016 | Town to arrange |
| Residents | Workshop: presentation on the key directions and recommendations Round table discussions on key directions | end February 2016 Notice due to Town week of February 1, 2016 | Town to confirm venue, catering, Town to distribute notices/ads (late January 2016) TPP to prepare all workshop materials, provide all workshop supplies |
| Council | Presentation on the results of community consultation, key directions | TBD | |

Digital engagement and print communications

| Written Project Communications | Web site | Social Media | Traditional Media | Key Messages |
|--|---|---------------------------------------|---|--|
| Community Newsletter #3 on draft directions and draft recommendations (distribution early February 2016) | Update web site with links to draft directions and recommendations report | Facebook Blog twitter flickr | Media brief on draft directions and recommendations | Provide comments on the key directions |
| Community Newsletter #4 on final directions and final recommendations (distribution late March 2016) | Update web site with links to final directions and recommendations | | | |
| Consultation Summary #1 | | | | |

Phase 5 Draft Official Plan (April to September 2016)

Objectives

- To obtain comments on the Draft Official Plan

Face to Face communications

| Stakeholders | Meeting/forum for involvement | Timing | Responsibility |
|-----------------------------------|--|--|--|
| Project Steering Committee | Round table review of the Official Plan Draft #2 | mid September 2016 | Town staff to notify Steering Committee members |
| Residents | Statutory Open House | mid September 2016 Notice due to Town early August 2016 | Town staff to notify the public TPP to prepare materials for open house |

On-line/print communications

| Written Project Communications | Web site | Social Media | Traditional Media | Key Messages |
|---|---|--|--|---|
| Community Newsletter #5: Draft #2 of OP (Distribution late July 2016) | Post Community Newsletter #5 Post links to draft | Project Web page updates Facebook update Blog twitter flickr | Media Brief: Official Plan Draft available – key changes from existing Official Plan | Official Plan Amendment complete Attend the statutory meetings |

Phase 6 Final Official Plan (October to December 2016)

Objectives

- To obtain general agreement on the Official Plan

Face to Face communications

| Stakeholders | Meeting/forum for involvement | Timing | Responsibility |
|-----------------------------------|--|---|--|
| Project Steering Committee | Round table review of the Official Plan Draft #3 | mid November 2016 | Town staff to notify Steering Committee members |
| Residents | Statutory Public Meeting | mid November 2016 Notice due to Town by early October 2016 | Town staff to notify the public by mid October 2016 TPP to prepare materials for public meeting |
| Council | Presentation of final Official Plan | mid December 2016 | |

On-line/print communications

| Written Project Communications | Web site | Social Media | Traditional Media | Key Messages |
|--|--|--|-------------------------------------|---|
| Community Newsletter #6: Draft #2 of OP (Distribution in early November 2016) Prepare Consultation Summary #2 | Post Community Newsletter #6 Final web site update with Official Plan links | Facebook update Blog Twitter Flickr | Media Brief: Official Plan complete | Official Plan Amendment complete Attend the statutory meetings |