

# The Planning Partnership

Urban Design, Landscape Architecture, Planning, Communications

## MEMORANDUM

**To:** Town of Midland  
**From:** The Planning Partnership  
**Date:** May 30, 2017  
**Subject:** Consultation Strategies for Summer 2017

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As outlined in our previous memo dated May 16, 2017, the public release of the Draft 2 Official Plan (OP) will be followed by a significant public outreach, education and consultation program, leading up to the Statutory Public Open House in September. The previous memo outlined in detail the proposed structure for a planned consultation event aimed at addressing concerns with the establishment of a Natural Heritage System (NHS). The purpose of this memo is to describe other recommended consultation strategies which may be implemented over the course of the summer 2017.

### Preliminary NHS Meeting with the Steering Committee

- Allows the project team to review the structure and content of the meeting prior to going to the public
- Effective information sharing with Committee members regarding this topic, which they can then disseminate through their networks
- Gain input from Committee members for the subsequent public session
- Provide NHS Fact Sheets and frequently asked questions to Steering Committee members
- Ensures that key players in the OPR process all have the same information

### NHS-focused Public Event (registration required)

- Concerned members of the public will be invited to register for this special NHS event
- This event will include a presentation, Q&A session and an examination of impacted properties, either through aerial photography or site visits, depending on number of registered property owners
- The presentation would address the following:
  - How the Natural Heritage System was derived
  - What information was used
  - Why a Natural Heritage System is required

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- The importance of a Natural Heritage System
  - What concerns we've heard so far
  - How the proposed policies address those concerns
- Representatives from the Ministry of Natural Resources and Forestry and Simcoe County will be invited to attend

#### Topic-specific Drop-in Sessions

- Held at Town facilities
- Topics may include Neighbourhood Districts, Intensification Districts, Employment Districts, Rural Areas, Transportation, Infrastructure and General Development Policies
- Will have a member of the project team (Town staff or consultant) available to discuss the draft OP, answer questions, moderate discussions
- These sessions will allow members of the public to learn more about and provide input on the specific OP topics that interest them most, in a more informal environment
- Materials may include: copy of the draft OP, large print map(s), topic-specific fact sheets/handouts, large print activity sheets to provide input, sign in sheets, email list sign-up

The above events are more traditional forms of public consultation which involve interested members of the public coming to Town-organized events. The following strategies involve members of the project team going to where residents are, creating a more accessible process and reaching those who may not traditionally go to public meetings.

#### Planners on the Move

- Town staff (potentially supplemented by the consultant team) will station themselves at various public spaces/events throughout the summer to enhance awareness of the OPR, direct the public to the project website and answer questions/discuss policies
- Materials may include: handouts and a poster/display board

#### Kitchen Table Discussions

- Members of the team will make themselves available, on request, to visit various organizations, committees, interest groups or any gathering of Midland residents to explain and discuss the draft OP
- This will provide the opportunity for members of the public to learn about the draft OP at meetings they may already regularly attend, reduce the need for travel or provide opportunities for informal groups (i.e. neighbours) to form to discuss the draft OP

- The Town may choose to establish restrictions for these meetings (i.e. must be within the Town's boundaries, must be within certain hours or days, must have a minimum number of participants, must have a minimum number of days warning etc.)
- Material may include: copy of the draft OP, a large print map

All public events should be advertised using a variety of methods, which may include: the Town's website, posters at Town facilities, the electronic notice board at Town Hall, the project email list and social media. Especially for topic-based events, social media can be used to ask a number of thought-provoking questions in the lead up to each event to generate interest.