

Addendum to Report PDR-PCD-33-14

To: Chair Wright and Members of the Planning and Community Development Committee

From: Randy Scherzer, Director of Planning

Meeting Date: November 13, 2014

Subject: **Engagement Strategy - Draft Transportation Master Plan and Draft Action Plan**

Status: Recommendation adopted by Committee as presented per Resolution PCD126-14; Endorsed by County Council November 25, 2014 per Resolution CC163-14;

Recommendation(s)

WHEREAS Report PDR-PCD-33-14 was received by the Planning and Community Development Committee on October 16, 2014 and staff were directed to circulate the draft Transportation Master Plan which includes the draft Action Plan which identifies proposed action items and timelines for possible next steps related to the recommendations contained in the draft Transportation Master Plan;

AND WHEREAS staff were directed to bring forward a report which presented an engagement strategy to further engage local municipalities and community stakeholders to obtain final comments on the draft Transportation Master Plan;

NOW THEREFORE BE IT RESOLVED THAT the Addendum to Planning Report PDR-PCD-33-14 be received;

AND THAT staff be directed to move forward with the engagement strategy as presented;

AND THAT any additional costs associated with the consultant's involvement with the engagement strategies estimated at \$5,000 be funded from the Planning Legal Reserves.

Background

Report PDR-PCD-33-14 was presented to the Planning and Community Development Committee on October 16, 2014 (link to the staff report can be found in the attachments section below). The report included a link to the draft Transportation Master Plan as well as the draft Action Plan (links to the documents can be found below). The report was also presented to the Transportation and Public Safety Committee on October 23, 2014 for information. The Planning and Community Development Committee received Report PDR-PCD-33-14 and directed staff to circulate the draft Transportation Master Plan (TMP) to the local municipalities and community stakeholders involved throughout the project to obtain further comments prior to Council considering the final draft TMP.

Staff were also directed to present a report with a proposed engagement strategy to obtain further comments from interested stakeholders. The Committee recommended that the following items be included in the engagement strategy:

- Circulating the draft TMP and draft Action Plan to the local municipalities and community stakeholders with comment deadline into the new year
- Hosting a Public Open House and Public Meeting
- Offering County staff to either present to each local municipality or setting up a local municipal session to present the draft TMP and to obtain comments
- Using Social Media
- Special session with the new Council to discuss the TMP

Based on the comments received from Committee, the following Engagement Strategy is recommended:

1. Circulating the draft TMP and draft Action Plan to the local municipalities and community stakeholders that have been involved throughout the TMP process with a comment deadline of February 13, 2015
2. Hosting a Public Open House and Public Meeting in mid-January 2015 to present the draft TMP and Action Plan, to answer any questions, and to obtain comments. Notice of the Open House and Public Meeting would be circulated directly to local municipalities. Notice would also be sent directly to community stakeholders that have been involved in the TMP process. Notice will also be posted on the County website and through social media.
3. County staff could offer to present an overview of the draft TMP to each local municipality and/or the County could host a local municipal session whereby local municipal councillors and staff would be invited to a special TMP session.

4. The County's Social Media accounts will be utilized to share a link to the draft TMP, to share the notice of the open house/public meeting, and to share any further information related to the TMP.
5. Provide an overview of the TMP to the new Council in December, including the recommendations contained within, and to outline the possible Action Plan.
6. Following the comment period, the comments will be summarized and presented to Committee and Council, along with a draft TMP and recommended Action Plan for Council's consideration.

Financial / Staffing / Legal / Information Technology

Considerations

There will be financial implications for implementing the recommendations contained in the Transportation Master Plan should Council decide to move forward with implementing the recommendations. Given project budget constraints, it is recommended that staff perform the majority of the engagement strategy action items. It is recommended however that the Consultant be present for the Open House/Public Meeting and the Special Session with the new Council. This would be an additional cost of \$5,000. It is recommended that this be funded from the Planning Legal Reserves.

Link to Strategic Goals / Priorities

Action Item 4.3 of the County Strategic Plan indicates that the County should develop a county-wide Transportation Master Plan that identifies capital priorities, embraces active transportation principles, and is innovative in its support of economic development and healthy community strategies.

Attachments

[PDR-PCD-33-14 Draft Transportation Master Plan and Implementation Action Plan](#)

[Draft Transportation Master Plan - Cole Engineering - September 2014](#)

[Draft Appendices Transportation Master Plan - Cole Engineering - September 2014](#)

Respectfully submitted by,

Randy Scherzer
Director of Planning and Development