



## Community Engagement Program

D.M. Wills Project Number 21-81076



**D.M. Wills Associates Limited  
and  
K.M.D Community Planning and  
Consulting**

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**Prepared for:  
The Municipality of Brighton**



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## Table of Contents

<b>1.0</b>	<b>Introduction .....</b>	<b>1</b>
1.1	Purpose, Objectives and Goals .....	1
1.2	Project Team and Contacts.....	3
<b>2.0</b>	<b>Community Engagement Program.....</b>	<b>1</b>
2.1	Website and Social Media .....	1
2.2	Project Notices .....	2
2.3	Technical Advisory Committee (TAC).....	2
2.4	Secondary Plan Working Group .....	3
2.5	Interactive Mapping .....	3
2.6	Community Walking Tours .....	3
2.7	Community Surveys .....	3
2.8	Project Information Sessions .....	4
2.9	Community Open Houses .....	4
2.10	Council Update Presentations .....	5
2.11	Statutory Public Meeting .....	5
<b>3.0</b>	<b>Project Participation.....</b>	<b>7</b>
<b>4.0</b>	<b>Community Engagement Reporting.....</b>	<b>7</b>

### Figures

Figure 1 – Secondary Plan Study Area .....	2
Figure 2 - Consultation Process.....	6

### Tables

Table 1 – Project Team.....	3
Table 2 – Key Project Team Leads.....	1

### Appendices

Appendix A – Sample Contact List	
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## 1.0 Introduction

This Community Engagement Program (Program) has been prepared by D.M. Wills Associates Limited (Wills) in conjunction with Kevin M. Duguay Community Planning and Consulting Inc. (KMD Planning) to support the community engagement goals of the Municipality of Brighton (Municipality) throughout the Secondary Plan Project (Project). Wills and KMD Planning are lead planning, engineering and public engagement consultants for the Project (Project Team).

The Project has been initiated by the Municipality to plan for growth and development in the current greenfield lands within the urban settlement boundary of the Town of Brighton. Through the Project, a refined land use pattern and governing policies for the greenfield areas will be developed, informed by and integrated with transportation, stormwater and servicing plans. To ensure that the Secondary Plans prepared uphold community character and public vision, extensive community engagement will be conducted throughout the Project.

### 1.1 Purpose, Objectives and Goals

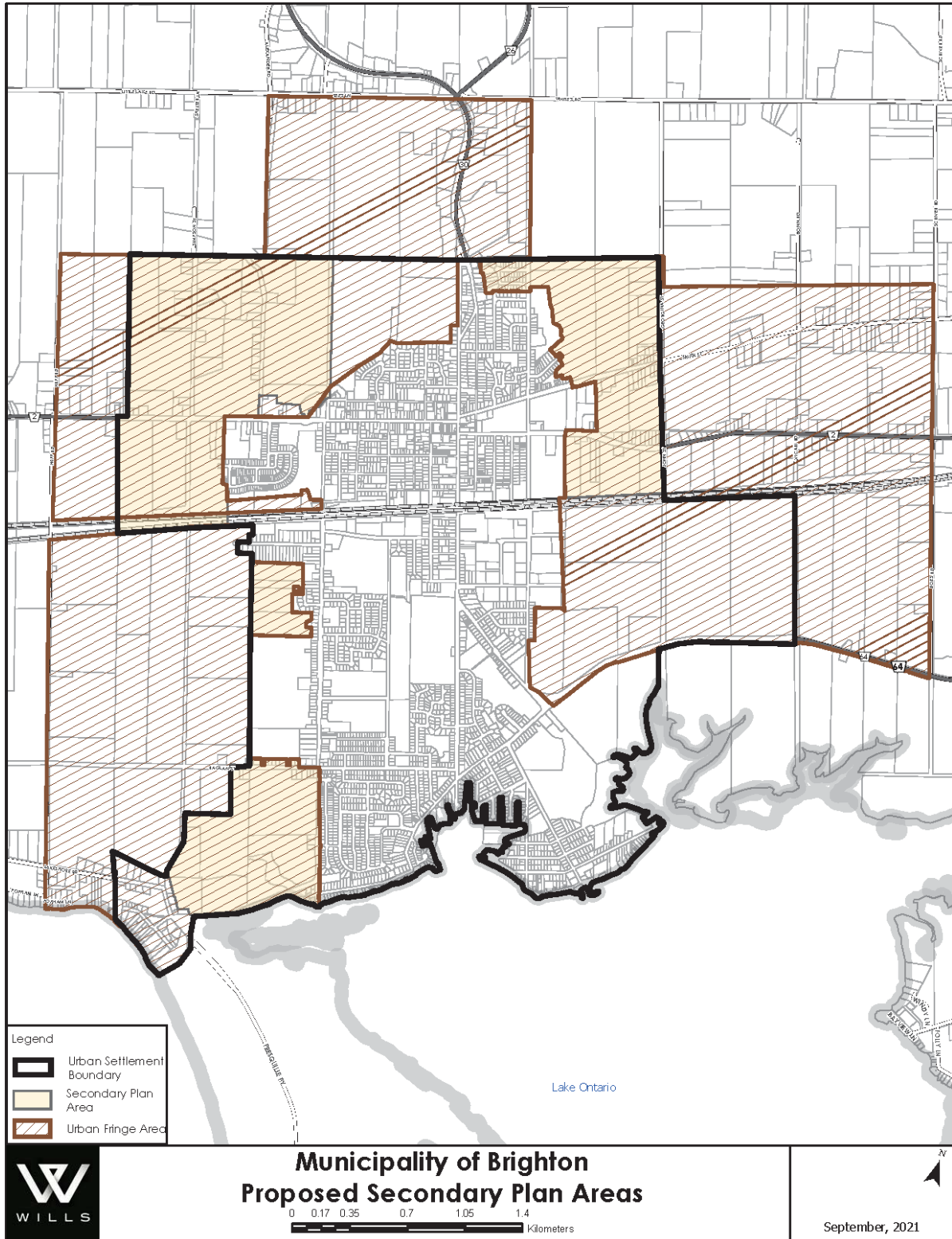
The purpose of this Program is to outline the strategy for community engagement as it pertains to the Secondary Plan project. The objectives of the Program are to ensure that through the Project, a high number and diversity of community stakeholders are engaged, including members of the public, businesses and agencies.

Implementation of this Program will help to achieve the following goals for the Project:

1. Garner community feedback to identify and develop a vision for the Secondary Plan for the Municipality;
2. Utilize the developed community vision to inform land use patterns and policies; and,
3. Develop a Secondary Plan that is endorsed by all community stakeholders.

The following section of this Program outlines the specific community engagement actions that will be taken by the Project Team.

Figure 1 – Secondary Plan Study Area



## 1.2 Project Team and Contacts

The project team is comprised of multi-disciplinary expertise and companies working with the Municipality to complete the technical work in support of the Project.

The Project Team is comprised of three (3) consulting agencies, as provided in **Table 1**.

**Table 1 – Project Team**

Company	Focus Area	Key Deliverables
D.M. Wills Associates Limited	Land Use Planning, Traffic & Municipal Engineering (Stormwater and Servicing)	<ul style="list-style-type: none"> <li>• Servicing &amp; Infrastructure Report</li> <li>• Transportation Network Plan</li> <li>• Secondary Plan Background &amp; Update Reports</li> <li>• Draft &amp; Final Secondary Plan</li> </ul>
KMD Community Planning and Consulting	Public Engagement	<ul style="list-style-type: none"> <li>• Consultation Plan</li> <li>• Consultation Report</li> </ul>
Metroeconomics	Growth Forecasting	<ul style="list-style-type: none"> <li>• Growth Forecast Review Report</li> </ul>

Additionally, key Project Team members have been delegated and are responsible for leading and implementing the community consultation and engagement throughout the duration of the Project. These key leads of the Project Team are listed in **Table 2**.

**Table 2 – Key Project Team Leads**

<b>Project Role</b>	<b>Contact</b>	<b>Company</b>
Municipal Planning Advisor	Brent Barnes	Municipality of Brighton
Director of Planning	Paul Walsh	Municipality of Brighton
Consulting Project Manager	Diana Keay	D.M. Wills Associates Limited
Project Stakeholder Liaison	Kevin Duguay	KMD Community Planning and Consulting

## 2.0 Community Engagement Program

Key stakeholders, agencies and members of the public will be notified about Project consultation events and statutory public meetings as the Project progresses. This includes property owners, Indigenous communities, Lower Trent Conservation, interested members of the public, applicable provincial ministries and other relevant departments and agencies. A contact list will be prepared to document those who will be notified throughout the Project. The contact will also be updated as additional stakeholders request to be notified about the Project. A sample contact list is provided in **Appendix A**.

Details on the various engagement opportunities to be scheduled throughout the duration of the Project is provided in the sections below. A Consultation Process flow chart is provided in **Figure 2** summarizing the consultation events. Through these scheduled consultation events, the Project Team will gather stakeholder feedback as well as promote stakeholder participation.

### 2.1 Website and Social Media

In order to provide a centralized and dedicated space for members of the community to access all information pertinent to the Project, a dedicated webpage will be created on the Municipality of Brighton webpage. This landing page has been created and is accessible at the following link:

<https://www.brighton.ca/en/municipal-services/secondary-plan.aspx#>

In addition to a landing page on the Municipality's website, the Project Team in conjunction with Municipal Staff will also utilize the official social media accounts for the

Municipality to disseminate information and engage with the public. Specifically, posts to the Municipality's Facebook, Twitter (@MunBrightON) and LinkedIn will be provided.

The Project webpage and Municipality's social media channels will be updated continually with relevant information for the Project including:

- Project Notices (further information provided below);
- Walking Tour and Community Open House Materials;
- Community Surveys;
- Project Timelines and Milestones; and,
- Project Reporting, including draft and final copies of background reports and Secondary Plan.

The webpage will also provide contact information and will incorporate a feature to generate a mailing list of all interested individuals / allow individuals to subscribe for updates.

## **2.2 Project Notices**

Throughout the Project, the Project Team will prepare notices of all community engagement opportunities. This includes notices for the following:

- Project Initiation;
- Community Walking Tours;
- Community Open Houses;
- Community Surveys;
- Council Presentations; and
- Statutory Public Meeting.

Generally, notices will be posted on the Municipality's website, and shared in the local newspaper. Notices will also be mailed and/or emailed directly to assessed property owners in the Secondary Plan area, and to members of the public whom have subscribed for updates. Notice for the Open House and Statutory Public Meeting will be provided in accordance with the requirements of the *Planning Act*.

In conjunction with Municipal Staff, billboards available to the Municipality will also be used to provide notice of key community engagement actions, including the Community Surveys, Open Houses and the Statutory Public Meeting.

## **2.3 Technical Advisory Committee (TAC)**

A Technical Advisory Committee (TAC), including members of the Project Team and key technical stakeholders will be formed at the onset of the Project. The purpose of the TAC will be to provide technical feedback on all background review and deliverables.

It is anticipated that the TAC will meet seven (7) times throughout the course of the Project. Given the on-going COVID-19 pandemic, TAC meetings will be held virtually.

The TAC has been formed, and includes members of the Project Team, Municipal Staff, Northumberland County Planning and Lower Trent Conservation Authority.

## **2.4 Secondary Plan Working Group**

A Secondary Plan Working Group (SPWG) will also be formed for the Project. The SPWG will be comprised of members of the Project Team, Municipal Staff and members of the public, including interested land owners within the Secondary Plan area. The purpose of the SPWG will be to provide feedback to the Project Team and TAC on all background review and deliverables. The SPWG will play a critical role in ensuring that community and public vision is documented and upheld throughout the Project.

## **2.5 Interactive Mapping**

Subject to the endorsement of the Municipality, the Project Team will create an online engagement platform using ArcGIS. The base of the platform will be an interactive map of the Municipality, specifically highlighting the Secondary Plan areas of focus. The mapping platform will be made available to the Project Team, TAC and SPWG. The purpose of the map will be to provide a living document on which key community stakeholders and the Project Team can provide feedback. The map will be especially important in documenting the types of land use and development patterns envisioned by the TAC, SPWG and Project Team for the Secondary Plan area.

## **2.6 Community Walking Tours**

In the initial phases of the Project, walking / driving tours of the Secondary Plan area will be coordinated by the Project Team. Notice of the walking tours will be provided two (2) weeks in advance of the tours. Background information will also be provided, including limits of the Secondary Plan area and walking tour maps.

The Project Team will lead the walking tours, and provide guided exercises (i.e. worksheets) for participants to provide feedback. The worksheets will also be made available online for those who are unable to attend the guided walking tours. The worksheets will include prompts and questions to identify the high-level vision for land use and development in the Secondary Plan areas as provided by community stakeholders.

The walking tour exercise will also be promoted on the Municipality's social media channels.

## **2.7 Community Surveys**

Following the background review phase of the Project, the Project Team will prepare and distribute a community survey. Notice of the survey will be provided on the Municipality's website and social media channels, and billboards as available.

The purpose of the survey is to gather feedback from members of the public on their vision for the Secondary Plan area, and identify public priorities for development. The survey will also gather public input on the existing and planned transportation system from road user and residents, regardless of the mode of travel, to attain a safe and efficient overall transportation system. The surveys will be utilized to begin to refine the land use and development vision for the Secondary Plan areas and ensure the proposed development and policies align with the interests expressed by the community.

The surveys will also include an option to subscribe for further updates.

## **2.8 Project Information Sessions**

Two virtual project information sessions for key stakeholder agencies, including Lower Trent Conservation Authority, the County of Northumberland, the Ministry of Transportation, utilities companies, provincial ministries, and representatives of community advisory groups (i.e. trails, parks and recreation, bicycle networks) will be held.

The Project Information Sessions will be held as the Secondary Plan policies and mapping are being developed. The purpose of the Project Information Sessions will be to collect technical feedback from stakeholder agencies and ensure that the policies are aligned with that of relevant agencies.

## **2.9 Community Open Houses**

Two Community Open Houses will also be held, specifically targeted to members of the public. These Open Houses will be held following preparation of the draft Secondary Plan. The first Open House will provide timeslots for each of the uniquely identifiable secondary plan areas, as informed through the background review. The second Open House will be held shortly thereafter, and will provide for a collective discussion on the Secondary Plan and secondary plan areas as a whole.

During the Open Houses, the Project Team will present the development options contemplated and proposed policies to members of the public, and gather input and feedback to inform the subsequent drafts of the Secondary Plan. The Project Team will prepare and present a PowerPoint presentation and will prepare and post display boards summarizing the Secondary Plan process, proposed land use forms and policies.

Following the introductory presentation, the attendees will be able to participate in a group design charrette, facilitated by the Project Team. Options to provide individual feedback will also be made available through a guided worksheet. Enlarged copies of the proposed Secondary Plan maps will also be posted, and attendees will be encouraged to write their feedback directly on the maps. Notice of the open houses will be provided on the Municipality's website and social media channels, in the local newspaper and via direct mailing / emailing to interested parties. A copy of the open

house presentation and materials will be made available on the Project website for those unable to attend.

## **2.10 Council Update Presentations**

Throughout the Project, the Project Team will prepare and present updates to Council. One presentation will be provided following preparation of the Background Review Report, and a second presentation will be provided following preparation of the Update Report.

The presentations will provide key highlights of the work completed to date, and seek Council direction where required on next steps. Notice of each of these presentations will be provided in accordance with **Section 2.2** in order to ensure that members of the community are provided with the opportunity to listen in and obtain updates from the Council meetings. The Council Update Presentations will also be posted on the Municipality's website.

## **2.11 Statutory Public Meeting**

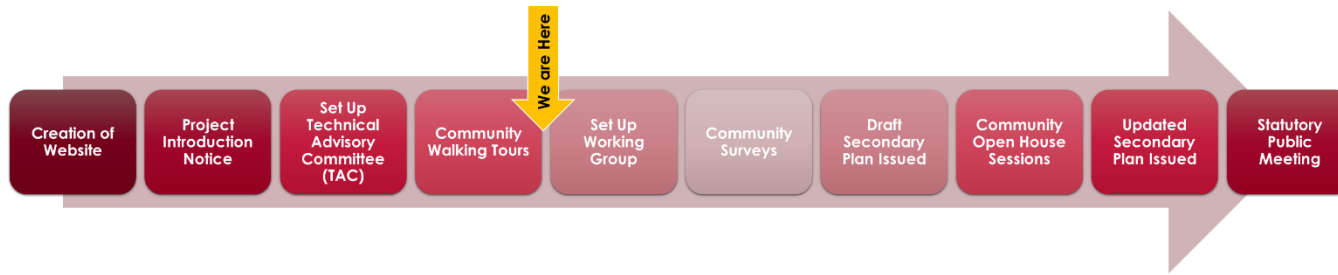
In accordance with the *Planning Act*, a Statutory Public Meeting will be held to consider the Secondary Plan. Notice of the Statutory Public Meeting will also be provided in accordance with the *Planning Act* as well as being provided on the Municipality's webpage and emailed to all those subscribed for Project updates.

During the Statutory Public Meeting, the proposed Secondary Plan and accompanying Study Report and OPA will be presented by the Project Team to Council. A PowerPoint will be provided summarizing the report and proposed Secondary Plan land use maps and policies, and will be made available on the Project webpage. The Statutory Public Meeting will provide Council and the public the option to further review and provide comment on the proposed Secondary Plan.

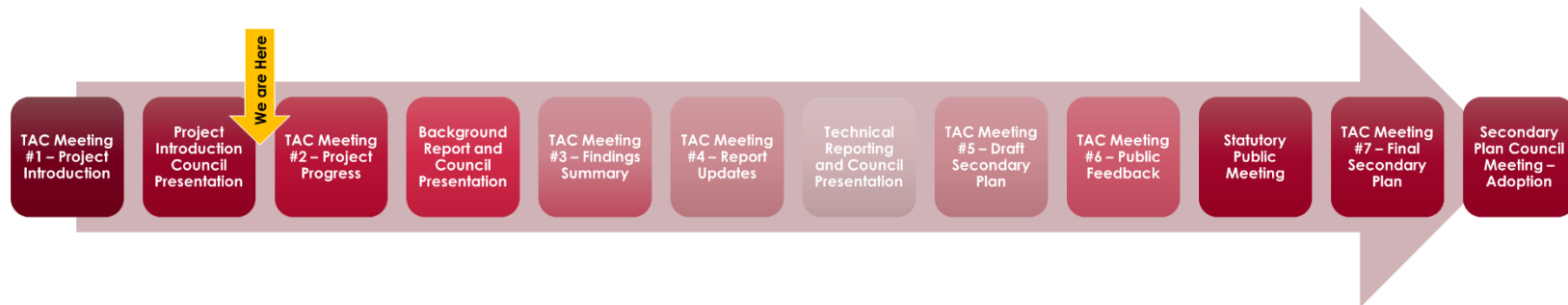
Figure 2 - Consultation Process

### Brighton Secondary Plan Consultation Process

#### Stakeholder Consultation



#### Technical Team Consultation



On-going Website & Social Media Updates

### **3.0 Project Participation**

Project stakeholders will be encouraged to participate during the Project. To avoid multiple forms of communication and through various members of the project team, interested stakeholders will be required to send comments, questions and feedback through a Project email as a one way approach to contact the project team. This will ensure that all comments are received, documented and a response is prepared. Multiple forms of communication may lead to missed information or questions being directed to the incorrect person on the Project.

The project team will be required to acknowledge stakeholder correspondence within two (2) business days and a response to be sent back to the commenting stakeholder within five (5) business days. All responses will be reviewed by the Municipality prior to release.

### **4.0 Community Engagement Reporting**

Following the Statutory Public Meeting, the Project Team will prepare a Consultation Report, highlighting the comments received throughout the Project, including during the walking tours and community open houses, and through the surveys and interactive mapping. The Consultation Report will summarize the consultation methods and will identify key themes emerging from the public consultation process. The report will discuss each of the key commentary themes and how such was addressed and / or implemented in preparation of the final Secondary Plan. The Consultation Report will be reviewed with the TAC and will be posted to the Project webpage.

In addition to the preparation of a Consultation Report, the Project Team will also prepare agendas and minutes for all TAC and SPWG meetings. The agendas and minutes will be provided to the Municipality at the culmination of the Project.

# Appendix A

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## Sample Contact List



