

Corporate Services  
Regional Clerk's Office

January 26, 2018

Ms. Kimberley Kitteringham  
City Clerk  
City of Markham  
101 Town Centre Boulevard  
Markham, ON L3R 9W3

Dear Ms. Kitteringham:

**Re: Municipal Comprehensive Review, Regional Official Plan Update and Vision 2051 - Consultation Plan**

Regional Council, at its meeting held on January 25, 2018, adopted the following recommendations of Committee of the Whole regarding "Municipal Comprehensive Review, Regional Official Plan Update and Vision 2051 - Consultation Plan":

1. Receipt of the presentation by Valerie Shuttleworth, Chief Planner.
2. Adoption of the following recommendation contained in the report dated January 5, 2018 from the Commissioner of Corporate Services and the Chief Planner:
  1. The Regional Clerk forward this report to the local municipalities for information.

A copy of Clause 14 of Committee of the Whole Report No. 1 is enclosed for your information.

Please contact Paul Freeman, Acting Chief Planner at 1-877-464-9675 ext. 71534 if you have any questions with respect to this matter.

Sincerely,

A handwritten signature in black ink, appearing to be "Christopher Raynor", written over a horizontal line.

Christopher Raynor  
Regional Clerk

/S. Dumont  
Attachments

# CONSULTATION PLAN

Municipal Comprehensive Review | Regional Official Plan Update | Vision 2051 Evaluation



*Your community, your say.*

JANUARY 2018

  
**York Region**

## 1.0 BACKGROUND

In 2014, York Region embarked on a Municipal Comprehensive Review (MCR) process that consisted of a review of the Region's population and employment forecasts, land budget and Regional Official Plan policies.

In May 2016, draft Provincial plans (Growth Plan for the Greater Golden Horseshoe, Greenbelt Plan and Oak Ridges Moraine Conservation Plan) were released and work on the MCR was suspended, recognizing that pending new Provincial Plans would require a conformity update to the Regional Official Plan.

The Transportation Master Plan and Water Wastewater Servicing Master Plan were also under review as part of the coordinated MCR process. Updates were completed and endorsed by Regional Council in June 2016.

In May 2017, following extensive consultation the Province released new Provincial Plans. The Region's MCR has now been resumed; it will address modified minimum intensification and density targets, and additional new targets introduced through the 2017 Growth Plan. Updated Provincial Plans have introduced new opportunities and challenges which warrant significant investment in consultation.

## 2.0 CONSULTATION PLAN OVERVIEW

Comprehensive consultation on Vision 2051, the Regional Official Plan update and the MCR will be undertaken. Community consultation will provide input on the future vision for York Region and that input will inform the MCR and Regional Official Plan update as well as assess the ongoing applicability of Vision 2051 goal areas.

This consultation plan provides a framework to manage and coordinate the wide variety of consultation and communications that will take place during the project. It covers:

- Who will receive the communications and be consulted
- What information will be communicated
- Tools for communications and consultation

A wide variety of stakeholders ranging from internal staff to the general public will be consulted on the various aspects of the project.

### 2.1 OBJECTIVES

Effective consultation is critical to the success of the project. The key consultation objectives for the project are:

- a) Provide accurate and timely information to all stakeholders
- b) Deliver consistent messaging
- c) Consult with key stakeholders in a meaningful way
- d) Apply consultation results to the Regional Official Plan and Vision 2051 updates
- e) Build public awareness regarding how growth is managed in York Region, including the requirement for conformity with Provincial planning documents
- f) Improve understanding of the Regional urban structure, including targets, as established in the Growth Plan, Greenbelt Plan and Oak Ridges Moraine Conservation Plan (ORMCP)
- g) Articulate and demonstrate conformity with Provincial direction including the Provincial Land Needs Assessment methodology
- h) Coordinate consultation with infrastructure master plan updates and Regional financial planning

- i) Meet Statutory Planning Act requirements
- j) Confirm linkages between and the Regional Official Plan and Vision 2051
- k) Coordinate Vision 2051 consultation with Regional Official Plan update
- l) Facilitate consultation for residents and business owners to articulate what kind of place they want York Region to be
- m) Confirm linkages between Vision 2051 and the Regional Official Plan

Public input is integral to the success of the Regional Official Plan and Vision 2051. Council, as the decision-maker, will have regard for the advice and input received from the public when setting policy direction through the Regional Official Plan and the focus of action areas for Vision 2051. It is the policies and goals/actions of both documents that help direct Council decisions which are aligned with the future as aspired through the consultation.

The proposed consultation approaches were selected based upon the objective of increasing public participation. The majority of the techniques have a technology emphasis combined with some of the traditional consultation methods. This approach responds to public desire for accessibility. The use of technology provides convenience facilitating positive participation outcomes.

### 3.0 WHO WILL RECEIVE THE COMMUNICATION AND BE CONSULTED

In order to manage and coordinate engagement and communication to the wide range of public, government and stakeholders are identified as target audiences representing two groups: external and internal.

Long Range Planning staff will be the primary communicators of the messages and coordinate the consultation. The nature of delivery will focus on a technical based consultation campaign while still using traditional delivery methods such as face to face meetings.

#### 3.1 EXTERNAL AUDIENCES

This group will receive communication and be asked for input and/or feedback. The external audience will include:

- Public, including residents and business owners
- Regional Council
- Indigenous Communities
- Local municipal councils
- Committees such as:
  - Planning Advisory Committee
  - York Region Agricultural Advisory Liaison Group
  - York Region Local Municipal Housing Working Group
  - Climate Change Working Group
  - York Region Accessibility Advisory Committee
- Boards and Agencies (e.g Conservation Authorities, School Boards)
- Human Services Planning Board
- Various other stakeholders – interest groups, non-government officials, development industry

### 3.2 INTERNAL AUDIENCES

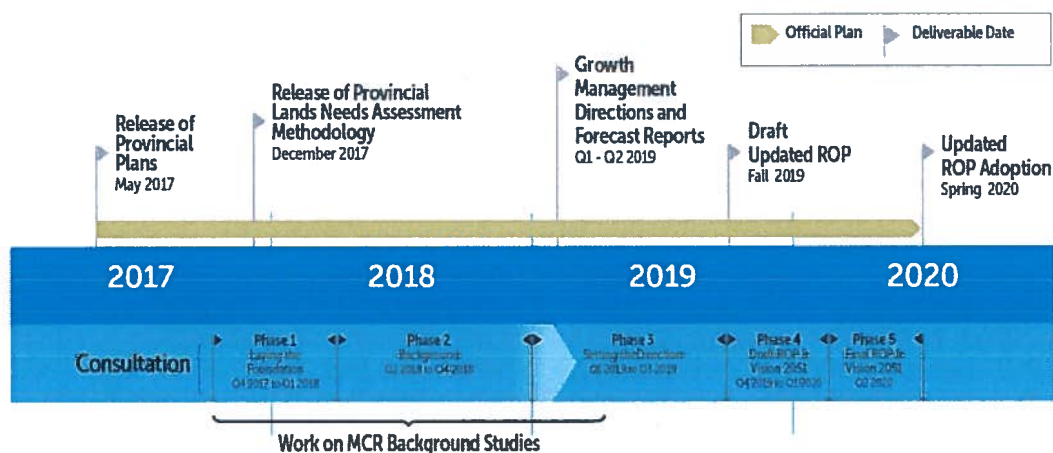
The internal audience has a staff level focus where collaboration occurs among York Region and local municipal staff. The internal audience may include:

- Regional staff including a steering committee
- Local municipal staff
- Local municipal working groups and committees
- Police Services Board
- Provincial staff

### 4.0 WHAT INFORMATION WILL BE COMMUNICATED

The phases identified in figure 1 provide the overall consultation strategy and schedule for Council, local councils, Indigenous Communities, internal staff, external agency staff and the public.

FIGURE 1 SCHEDULE OF PHASES



#### 4.1 PHASE 1 – LAYING THE FOUNDATION – Q4-2017 TO Q1-2018

The MCR resumed in October with the staff report on [the Implications of the New Provincial Plans and Regional MCR Work Plan](#) which discusses the integrated communication plan. The focus of phase 1 is to officially launch the project. In this phase we will provide information and share knowledge with both external and internal audiences. Background information will be provided on the MCR process, how it ties into the Regional Official Plan update and how the Provincial Plans influence regional planning potentially using a series of educational videos with on-line follow-up questions. Specifically, Phase 1 will seek to provide information that answers the following questions:

- 1) What is an MCR?
- 2) What is a Regional Official Plan?
- 3) Why should you be involved in York Region's Official Plan Update?



## **4.2 PHASE 2 – BACKGROUND – Q2-2018 TO Q4 2018**

A number of strategy documents and background studies will be prepared by the Region as part of the MCR process. The following provides a list of the major projects that will be undertaken as part of the MCR process. Most will require extensive consultation and collaboration with local municipalities.

- Updated Growth Forecasts and Land Budget
- Vacant Residential Land Inventory
- Employment Land Inventory Update
- Employment Trends
- Intensification Strategy
- Major Transit Station Area Analysis
- Housing Strategy (Growth Plan requirement)
- Visualizing Density
- Fiscal Impact Analysis
- Traffic Zone Forecasts
- Transportation Master Plan update
- Water and Wastewater Master Plan update
- Climate Change Initiatives including Regional Community Energy Plan
- Natural Heritage and Agricultural Systems planning

It is anticipated that an employment workshop will be held to help inform the employment strategy direction. The Local Municipal MCR Working Group and Steering Committee will provide input into the background work. Background information will feed into a number of strategies targeted for Council endorsement in 2018. During the summer and fall of 2018, staff will share background work with stakeholders, engaging the working groups and committees as additional work is completed using a variety of engagement techniques and may include walking tours, social media and online conferencing. Communication updates will be provided on the status of the background studies and input gathering will occur. This background will also help confirm the Vision for York Region in 2051, and inform review of the Vision 2051 goal areas.

## **4.3 PHASE 3 – SETTING THE DIRECTION – Q1-2019 TO Q3-2019**

In 2019 the consultation platform will shift to seeking input in response to Council direction on the strategy documents and background studies. The majority of the MCR work, including the growth management forecasts will be concluded by the first quarter of 2019 informing the development of Regional Official Plan policy updates and confirmation of the Vision 2051 direction. Input from Council, Indigenous communities, working groups, committees, boards & agencies, and the public will be interpreted, summarized, shared, and used to inform policy development. The consultation aims to foster continued conversation and relationship building between staff and public in recognition of the importance of strong Regional Planning.

## **4.4 PHASE 4 – DRAFT REGIONAL OFFICIAL PLAN AND DRAFT VISION Q4-2019 TO Q1-2020**

In the fall of 2019, it is expected that a draft Regional Official Plan update will be released for public comment. Under the requirements of the Planning Act, a public open house will be held. A statutory public meeting will follow as per section 17 of the Planning Act on the proposed amendments to the Regional Official Plan. Concurrently, a draft of the updated Vision 2051 will also be released for comment. The outcomes of the comprehensive consultation with Council, local councils, Indigenous Communities, the public and other stakeholders reflect what was heard in the release of a draft policy framework.

#### 4.5 PHASE 5 – ADOPTION OF REGIONAL OFFICIAL PLAN AND FINAL VISION 2051 Q2-2020

When the commenting period for the draft Official Plan and Vision 2051 ends, staff will assemble comments and make any necessary revisions to both documents. This will be carried out in preparation of Council's consideration of the Regional Official Plan for adoption and finalization of Vision 2051. Any outstanding issues may be addressed at specific internal working committees, local council and/or the Planning Advisory Committee as appropriate. Staff will prepare reports for Committee of the Whole recommending adoption of the Regional Official Plan and finalization of Vision 2051.

Local municipalities are required by the Growth Plan to update their official plans within one year of the Region's Official Plan being approved. A collaborative consultation approach with local municipalities will be integral to meeting this aggressive timeline.

#### 5.0 POTENTIAL TOOLS FOR COMMUNICATIONS AND CONSULTATION

Continual engagement throughout the entire public consultation schedule emphasizes staff building a strong relationship with residents and business owners to obtain meaningful input. To make it more convenient for residents and business owners, staff is proposing to use various formats of consultation, some with a technology emphasis. The list below provides options of potential engagement techniques that could be selected that best suit the consultation need and communication style:

- York.ca Website
- Social media (YouTube, Facebook, Twitter, websites)
- eBlasts of updates
- Videos
- Guest speakers
- Infographics and maps
- Online conferencing
- Surveys
- Workshops
- Open houses
- Presentations

Clause 14 in Report No. 1 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on January 25, 2018.

## **14**

### **Municipal Comprehensive Review, Regional Official Plan Update and Vision 2051 - Consultation Plan**

Committee of the Whole recommends:

1. Receipt of the presentation by Valerie Shuttleworth, Chief Planner.
2. Adoption of the following recommendation contained in the report dated January 5, 2018 from the Commissioner of Corporate Services and the Chief Planner:
  1. The Regional Clerk forward this report to the local municipalities for information.

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Report dated January 5, 2018 from the Commissioner of Corporate Services and the Chief Planner now follows:

#### **1. Recommendation**

It is recommended that:

1. The Regional Clerk forward this report to the local municipalities for information.

#### **2. Purpose**

This report provides Council with a consultation plan (Attachment 1) for the Regional Municipal Comprehensive Review (MCR), Regional Official Plan update and review of long range community aspirations currently articulated in Vision 2051. The consultation plan is designed to engage Regional and local municipal staff and Councils, the public, and other stakeholders.



## **Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan**

### **3. Background and Previous Council Direction**

#### **With Release of final Provincial Plans in May 2017, the Municipal Comprehensive Review has resumed**

The Province requires the Region to update population and employment forecasts to 2041, develop a land needs assessment and review official plan policies for Provincial plan conformity. Staff initiated the MCR in May 2014 through a Council approved staff report which outlined a work plan and schedule. When draft revised Provincial Plans (Growth Plan for the Greater Golden Horseshoe, Greenbelt Plan and Oak Ridges Moraine Conservation Plan) were released for comment in 2016, work on the Region's MCR was paused. With release of the final Provincial Plans in May 2017, work planning on the MCR resumed.

#### **Council endorsed an updated work plan and schedule for completing the Municipal Comprehensive Review in October 2017**

The MCR work plan identifies the need to combine consultation on the MCR and Regional Official Plan update with an assessment of the eight goal areas of Vision 2051. The consultation will build on the previous input and feedback received from the public, other stakeholders and local municipal councils and staff as part of the 2014 MCR.

### **4. Analysis and Implications**

#### **Comprehensive community consultation will occur in 2018 and 2019**

Comprehensive consultation on Vision 2051, the Regional Official Plan update and the MCR will be undertaken. Community consultation will provide input on the future vision for York Region. That input will inform the MCR and Regional Official Plan update as well as assess the ongoing applicability of Vision 2051 goal areas.

# Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan

**Figure 1**  
**The Vision for 2051**



The blueprint for Vision 2051 is about creating strong, caring and safe communities. It helps inform Council direction and the Region's Strategic Plan. The timing is right to undertake a review of Vision 2051 as the goal areas provide guidance on how the Region should grow and directly relate to the Regional Official Plan.

The proposed consultation plan as outlined in Attachment 1 provides the framework for staff to manage and coordinate engagement and communication to a wide variety of external and internal audiences including but not limited to:

- Public – business owners and residents, with a focus on youth and seniors
- Regional Council and staff
- Local municipal Councils and staff
- Indigenous communities
- Boards and Agencies
- Human Services Planning Board
- York Region Police Services Board

## **Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan**

- Regional committees
- Various other stakeholders – interest groups, non-government organizations, development industry

### **Current work will build on the existing Regional urban structure**

The Region has been working toward achieving the goal of sustainable communities since the foundation of a Centres and Corridors urban structure was introduced in the 1994 Official Plan. Significant investment has gone into the existing and planned infrastructure required to support this urban structure. The Province has solidified the Region's approach with stronger Provincial policy. York Region is well positioned to address these policies, including achieving new or increased growth management targets. Through continued consultation, public feedback has confirmed support for the Region's growth management strategy of directing intensification to the Region's Centres and Corridors.

Through the Growth Plan policies, the Province requires an integrated planning approach for all levels of government. This supports the proactive consultation framework desired as part of all Regional endeavours.

### **Staff are leveraging award winning best practices to guide the Region's consultation**

Staff conducted a jurisdictional scan of award winning community consultation plan examples within Canada, the United States and Australia. Plans reviewed used innovative public engagement methods for resident participation in municipal initiatives. Within York Region, innovative approaches have been used to convey the municipal budgeting process to the public, engage residents through personal invitations to open houses and through creative informational videos.

Best practices provide an opportunity for staff to explore alternative engagement approaches for the public to tell staff about the kind of place they want York Region to be, and to directly participate in shaping the Region's planned community structure. Some additional examples of consultation best practices include:

- Niagara Region - YouTube videos to educate and inform residents
- London, Ontario - Polling software for live interactive audience participation

## **Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan**

- Abbotsford, British Columbia – Targeted town hall meetings at community gathering places coinciding with planned festivals and events
- Melbourne, Australia – Focused consultation on youth engagement, hosting fine art competitions and using social media to obtain input
- Plano, Texas - Interactive mapping illustrating where and what type of growth will occur

### **Using technology in public consultation is aimed to engage the public at their convenience**

To increase public engagement, London and Abbotsford developed comprehensive consultation platforms combining the use of technology and traditional methods that each spanned two years to update their official plans. As a result of the integrated approach, London was able to reach 13% of their population of 380,000, while Abbotsford engaged 30% of their approximately 140,000 residents. Both award winning consultation plans were recognized for significantly increasing participation. The use of technology facilitated positive participation outcomes by providing the public with the opportunity to access information and participate at their convenience.

This approach has proven successful for other York Region public engagement projects. Animated educational videos for waste management, online polling for the Transportation Master Plan and water hero videos featuring the role staff plays in keeping our water safe are just a few examples. It is proposed that some of these technology based platforms be applied to the MCR, Official Plan and Vision 2051 work in coordination with Corporate Communications.

### **Consultation occurs at each stage of the Municipal Comprehensive Review process with a public launch and Council workshop in 2018**

The proposed consultation plan consisting of five phases is coordinated with the timing of key deliverables related to the MCR process and Official Plan update as outlined in Figure 2.

Throughout the phases, Council will be involved through participation in Council workshops. At regular intervals, staff will be reporting to Council to confirm direction on the various MCR background studies, draft Regional Official Plan policies and the future of Vision 2051. Council will also be invited to participate in various planned public events.

# Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan

**Figure 2**  
**Five Phase Consultation Plan for Public and Stakeholder Engagement**

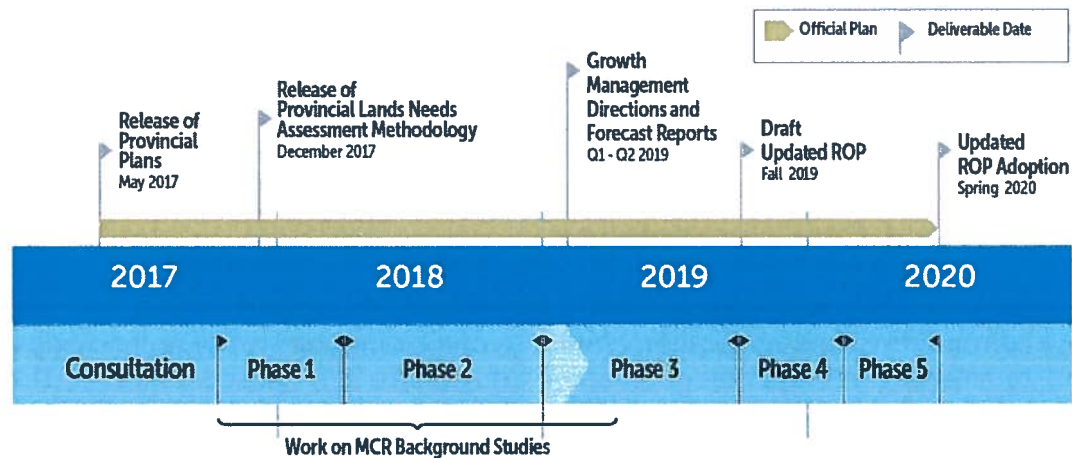


Table 1 describes the purpose of each phase and provides highlights of the consultation:

**Table 1**  
**Information to be communicated in the five phases**

Phase & Timing	Purpose	Highlights
<b>Phase 1</b> Current	Laying the Foundation	<ul style="list-style-type: none"> <li>Launch of public consultation</li> <li>Questions to be answered: <ul style="list-style-type: none"> <li>What is an MCR?</li> <li>What is a Regional Official Plan?</li> <li>Why should you be involved in York Region's Official Plan Update?</li> </ul> </li> <li>Information on how the MCR process ties into the Regional Official Plan update and review of Vision 2051</li> </ul>
<b>Phase 2</b> Q2 2018 to Q1 2019	Technical Background Work	<ul style="list-style-type: none"> <li>Consultation on the MCR background studies, including but not limited to: <ul style="list-style-type: none"> <li>Growth forecasts and Visualizing Density</li> <li>Employment Strategy</li> <li>Major Transit Station Area Analysis</li> </ul> </li> </ul>

## Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan

Phase & Timing	Purpose	Highlights
		<ul style="list-style-type: none"> <li>○ Housing Strategy</li> <li>○ Climate Change</li> <li>• Council workshop(s)</li> </ul>
<b>Phase 3</b> Q1 2019 to Q3 2019	Setting the Direction	<ul style="list-style-type: none"> <li>• Continue receiving input and feedback on MCR background studies</li> <li>• Confirm what was heard from public and other stakeholders</li> <li>• Seek public and Council input into the direction for policy development for Official Plan</li> <li>• Council workshop(s)</li> </ul>
<b>Phase 4</b> Q4 2019 to Q1 2020	Draft Regional Official Plan and Vision 2051	<ul style="list-style-type: none"> <li>• Statutory Public Open House held on the Official Plan</li> <li>• Drafts released on Official Plan and Vision 2051 for comment</li> </ul>
<b>Phase 5</b> Q2 2020	Adoption of Regional Official Plan and Final Vision 2051	<ul style="list-style-type: none"> <li>• Assemble comments from Official Plan and Vision 2051 &amp; finalize both documents</li> <li>• Council adopt Regional Official Plan</li> <li>• Council endorse Vision 2051 update</li> </ul>

Early input and awareness is integral to project success. The consultation process will be launched in the first quarter of 2018 with a public campaign and a Council workshop targeted for spring 2018.

### Public consultation proposes a variety of engagement techniques

Based on review of best practices, staff proposes to use a number of engagement techniques ranging from public open houses to the use of technology to maximize opportunities for public participation. London used a combination of public events, social media, videos, surveys and online visits to their website. Over 50,000 individuals participated in the consultation process. Similarly, Abbotsford using the same methods engaged over 40,000 individuals. The public consultation approach as outlined in Attachment 1 provides details on the timing and overall implementation strategy. Several of these engagement methods draw upon and enhance established consultation approaches.

Consultation techniques to be considered include the following:



## **Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan**

- Education videos on what is an MCR and Official Plan in Phase 1 (Q1-2018)
- “Good planning” and “Your Vision of York Region” photo contests in Phase 1 (Q1-2018)
- Interactive mapping and Visioning workshops in Phase 2 (Q2 & Q3 -2018)
- Walking tours of growth areas in Phase 3 (Q2-2019)
- Online conferencing to highlight draft documents in Phase 4 (Q4-2019)
- Public open houses at community gathering places in Phase 4 (Q4-2019)
- Online surveys to provide feedback and comments on materials throughout all of the phases

Consistent with Regional planning consultation approaches in the past, staff have had and will continue to schedule one-on-one meetings with local municipal staff and will make themselves available to meet with landowners and other stakeholders as requested/required.

### **Engaging Indigenous communities forms an important component of the consultation plan**

Staff will leverage some of the consultation approaches from the consultation plan and those used in development of the Archaeological Master Plan to engage with Indigenous communities with historical territory and interest in York Region. Consultation with indigenous communities will be undertaken based on their preferred approach, which will be discussed with them prior to initiating consultation.

### **Consultation Plan supports the objectives of Vision 2051, Regional Official Plan and the 2015 to 2019 Strategic Plan**

The Regional Official Plan update supports all of the *2015 to 2019 Strategic Plan* goals, specifically, by strengthening the Region's Economy, Supporting Community Health and Well-being, Managing Environmentally Sustainable Growth and Providing Modern and Efficient Public Service. The Official Plan also supports the Region's Vision for 2051 of Livable Cities and Complete Communities, an Innovative Economy and a Resilient Natural Environment and Agricultural System.

# **Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan**

## **5. Financial Considerations**

The consultation program will be undertaken by Regional planning staff, in close partnership with other departments. Consulting expertise will be used as required. Budget requirements are addressed through the annual budgeting process.

## **6. Local Municipal Impact**

A number of the policies in the new Provincial Plans require collaboration and cooperation among the Region, local municipalities and the Province in order to achieve required targets and objectives. Local municipalities are an important part of the work and the overall communication process. As outlined in the consultation plan, the Region will be working extensively with the local municipalities in undertaking the MCR work and will continue to engage local municipalities on policy development for the Regional Official Plan. Recently, a MCR working group was formed with local municipal staff to collaborate on key requirements for conformity with the Provincial Plans. Local municipal staff will be engaged in the MCR through other existing working groups including climate change, housing and agriculture.

The Growth Plan requires the Region to have its Official Plan approved by the Province by July 1, 2022. The Region is well positioned to meet this deadline as it is anticipated that the Official Plan will be presented to Council for adoption in spring 2020. Local municipalities are required to have their conformity exercise completed within one year of the Region's Official Plan being approved. A collaborative consultation approach with local municipalities will be integral to meeting this aggressive timeline.

## **7. Conclusion**

This report summarizes the proposed consultation plan, sets out a schedule and provides highlights of proposed engagement techniques. The consultation plan will set up to meet and exceed the statutory consultation requirements of the *Planning Act*. It is anticipated that the integrated approach of combining consultation on the MCR, Regional Official Plan and Vision 2051 will help achieve the objective of fulsome input and feedback from the public and other stakeholders.

Implementation of new Provincial Plan policies will require extensive collaboration with local municipalities. Using working groups will provide local

## **Municipal Comprehensive Review, Regional Official Plan update and Vision 2051 - Consultation Plan**

municipal staff with ongoing input into the MCR work leading to the policy update of the Regional Official Plan. The consultation schedule aligns with the MCR and Regional Official Plan work plan. It is proposed that by 2020, there will be an adopted Regional Official Plan and updated Vision 2051 document.

For more information on this report, please contact Paul Freeman, Director of Long Range Planning at 1-877-464-9675 ext. 71534.

The Senior Management Group has reviewed this report.

January 5, 2018

Attachment (1)

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Accessible formats or communication supports are available upon request