

**Planning & Development Report to
SPC on Planning and Urban Development
2019 September 04**

**ISC: UNRESTRICTED
PUD2019-1104**

Community Outreach for Planning

EXECUTIVE SUMMARY

The purpose of this report is to: i) respond to a Motion Arising directing Administration to explore requirements related to communications and/or engagement for land use redesignation applications from Residential – One Dwelling (R-1) (R-1s) Districts and Residential – Contextual One Dwelling (R-C1) (R-C1s) Districts to Residential – Grade-Oriented Infill (R-CG) Districts, and ii) provide an update on the outcome of a recent City-led engagement process with stakeholders about outreach on all application types.

In the past, it has been unclear and unpredictable as to who should lead community outreach (communications and engagement) and how to determine the appropriate level of public involvement in planning decisions. At the time of the Motion Arising in 2018 September, Administration was already exploring ways to ensure a more predictable, best-practice approach to community outreach on local area plans and planning applications (across all applications and file types, including land use redesignations to the R-CG district). The outcomes of this work are summarized below and detailed within the associated attachments.

ADMINISTRATION RECOMMENDATION:

That the SPC on Planning and Urban Development receive this report and presentation for the corporate record.

PREVIOUS COUNCIL DIRECTION / POLICY

At the 2018 September 24 meeting of Council, the following direction was moved by Councillor Davison and seconded by Councillor Farkas:

“That with respect to Report CPC2018-0883 (Enabling Successful Rowhouse Development), the following Motion Arising be adopted: That Council direct Administration to explore requirements related to communications and/or engagement for redesignations from R-C1 to R-CG and to report back to Council, through the SPC on Planning and Urban Development, by Q3, 2019.”

BACKGROUND

Building a great city involves the entire community—neighbours, community groups, planners, businesses and developers. In the past, it has been unclear and unpredictable who should lead outreach and when and how the public should be involved in planning decisions. Planning and development decisions happen at different scales. Community outreach on planning decisions can be comprehensive and involve input from a wide range of citizens across the entire city or multiple communities, such as the development of policy plans, or it can be very localized and involve what might be built on a single lot within a community.

In early 2018, City Administration kicked off a multi-phased project known as the Baseline Engagement Project. The aim of the Baseline Engagement Project was to create a more predictable, best-practice approach to community outreach on planning applications and policy plans.

Community Outreach for Planning

Through an iterative engagement approach with a range of impacted stakeholders, clear roles and responsibilities were defined and tools and resources were created to ensure stakeholders can be successful in their community outreach roles. To ensure this information is transparent and accessible, this information has been made available to anyone who is interested or impacted through an online toolkit called the Community Outreach on Planning and Development Toolkit (calgary.ca/planningoutreach). The toolkit includes three key sections: 1) Applicant Outreach Toolkit; 2) Community Involvement Toolkit; and 3) Outreach Roles and Responsibilities.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

To support applicants with their outreach efforts, the Community Outreach on Planning and Development Toolkit was created (refer to calgary.ca/planningoutreach). The toolkit clearly outlines community outreach roles and responsibilities (refer to Attachment 1) across the planning and development continuum - from policy plans to development permit applications - and provides a range of tools and resources to support effective community outreach across all file types. Minimum recommendations for applicant-led outreach on applications are outlined by Administration, but as the proponent of the project, it is up to the applicant to determine their approach to community outreach.

At a minimum, Administration recommends applicants complete the Community Outreach Assessment Tool (refer to Attachment 2) which will help assess the potential impact of the proposal within the context of the community. In addition to completing the Community Outreach Assessment Tool, Administration recommends connecting with the surrounding neighbours, community association and area Councillor early in the process to discuss development ideas. From there, applicants are likely to gain a better sense of the sentiment of the proposal within the community and can then make a more informed decision about what additional community outreach efforts may be required and/or beneficial.

Although community outreach is highly encouraged, and supporting tools and resources are available to assist with each step in an outreach process, it is ultimately up to applicants to determine if they will undertake outreach and at what level. If an applicant chooses not to undertake community outreach, they must provide rationale for why they decided not to connect with stakeholders.

The City is required to share information and collect feedback on applications in alignment with the Municipal Government Act and Land Use Bylaw 1P2007 through notice posting, circulation and the commenting process. In addition, Administration supports the community outreach process by:

- providing applicants with community outreach recommendations and advice through the Community Outreach on Planning and Development Toolkit and/or by providing customized recommendations;
- sharing information with the community and answering citizen questions about: City goals, City policies, City application review and decision-making processes as well as clarifying outreach roles and responsibilities and explaining where, when, and how community members can get involved in planning decisions throughout the planning process; and

Community Outreach for Planning

- attending applicant-led outreach sessions to speak to the above.

In the past, The City would conduct outreach on some applications for reasons that were unclear. Stakeholders indicated that this caused confusion and, as the reviewer of the application, stakeholders indicated the need for The City to be impartial and balanced rather than appearing to be advocating for the proposed change on behalf of the applicant. As the reviewer and in some cases decision maker (as Development Authority) on applications, City Administration's role should focus on the review of the application as well as supporting increased public understanding of any City policies or other factors that may be considered through the review. When it comes to the creation of new planning policies, such as local area plans, The City leads community outreach efforts in alignment with The City's Engage Policy.

Through this work, there is now increased predictability and clarity about who is responsible for leading community outreach on private applications and City policy plans. The key deliverable associated with this work is the creation of the Community Outreach on Planning and Development Toolkit which clearly outlines roles and responsibilities and contains a number of tools and resources for applicants and community members to support their success in their roles as outreach leads and participants. The toolkit was launched in 2019 June, and is now in effect, but will continue to see ongoing refinements and improvements over time.

Stakeholder Engagement, Research and Communication

Between June 2018 and June 2019, City Administration engaged key stakeholders through an iterative process as part of the work to develop a more predictable, best-practice approach to community outreach for planning policy and applications. The following stakeholders were engaged:

- Community representatives (Federation of Calgary Communities, Community Association representatives, Inner City Working Group members);
- Industry representatives (members of BILD, The City's Established Areas Working Group and other building and development industry members);
- City Administration (Community Planning, Calgary Growth Strategies, Customer Service and Communications and Calgary Neighbourhoods); and
- Council & Committee (members of Council and Councillors' Offices, members of Calgary Planning Commission).

Timeline:

January 2018 to December 2018 – Phase 1 Stakeholder Engagement

- Engagement with key stakeholders to: get a sense of the issues and opportunities; understand where there was a need for supporting tools and resources; to gain an understanding of where different stakeholder groups are aligned or differ in opinion.

January 2019 to June 2019 – Phase 2 Stakeholder Engagement

- Engagement with stakeholders through a combined-stakeholder working session to: discuss community outreach responsibilities associated with defined roles (e.g. lead, support, participant); to allow for further discussion about what tools and resources would help support communities, industry and applicants be successful in their associated community outreach roles.

Community Outreach for Planning

- Through this phase, tools and resources were developed and roles and responsibilities were refined based on the stakeholder feedback collected in this phase.

June 2019 – fall 2019 – Community Outreach on Planning and Development Toolkit

- A sneak peek of the toolkit and specific tools and resources were shared with stakeholders (early June 2019).
- The Community Outreach on Planning and Development toolkit was launched (late June 2019).
- The toolkit will see refinements and improvements over time (ongoing).

Key themes raised by stakeholders:

- Early outreach is important.
- Predictable but flexible outreach and engagement processes are needed.
- Better information sharing and public education needed.
- Clear roles and responsibilities needed (for community, The City and applicants).
- Online and easy to access information (online hub or portal where this information can be easily accessed).
- Tools and resources are needed to support effective, consistent and transparent engagement and feedback for the community.

As a result of the engagement, it was determined that specific community outreach requirements for applications (including redesignations from R-1, R-1s, R-C1 and R-C1s Districts to R-CG Districts) should not be mandated or required by The City of Calgary. Rather, applicants should be responsible for determining, leading and rationalizing their approach to community outreach associated with their proposal.

Letters of support have been received for this work (refer to Attachments 3 and 4).

Strategic Alignment

Clarifying who is responsible for leading community outreach and increasing predictability about when and how the public can get involved in planning decisions throughout the planning and development process directly connects and positively contributes towards two lines of service: Citizen Engagement & Insights (citizen priority: A Well-Run City) and City Planning & Policy (citizen priority: A City of Safe & Inspiring Neighbourhoods).

Social, Environmental, Economic (External)

Social

Creating a more predictable, best-practice approach to community outreach on planning applications and policy plans supports a variety of key stakeholder including: citizen/community members, applicants, City Administration, City Council. With clearly identified roles and responsibilities and an increased understanding about when and how stakeholders can get involved, all stakeholders have been set up for success in their roles. The education materials

Community Outreach for Planning

created in the online toolkit also help increase community capacity and understanding of planning and development matters.

Environmental

No direct environmental impacts.

Economic

Clarification of the applicant's role as the lead on community outreach increases applicants' certainty and clarity surrounding the planning application process.

Financial Capacity

Current and Future Operating Budget:

There are no impacts to the operating budget.

Current and Future Capital Budget:

There are no impacts to the capital budget.

Risk Assessment

There are no known risks to implementing the Roles & Responsibilities for Community Outreach on Planning and Development and the associated toolkit. If this information is not provided to the development industry and the public, there will continue to be confusion around responsibilities and accountability with respect to engagement on planning applications, as well as diminished ability for Administration to review submissions comprehensively.

REASON(S) FOR RECOMMENDATION(S):

This report provides information on the Community Outreach for Planning project and fulfills Council direction to explore requirements related to communications and/or engagement for land use redesignations from Residential – Contextual One Dwelling Districts to Residential – Grade-Oriented Infill Districts.

The Community Outreach on Planning and Development toolkit will support applicants with community outreach efforts connected to their development and land use proposals. This initiative provides clarity on roles and responsibilities for community outreach on all planning applications across the continuum.

Planning & Development Report to
SPC on Planning and Urban Development
2019 September 04

ISC: UNRESTRICTED
PUD2019-1104

Community Outreach for Planning

ATTACHMENT(S)

1. Roles & Responsibilities for Community Outreach on Planning and Development
2. Community Outreach Assessment Tool
3. Letter of Support – CivicWorks
4. Letter of Support – Federation of Calgary Communities