

Re: Item No. 15.1.1



HALIFAX

Administrative Order Public Participation

Regional Council Presentation

August 9, 2022

HRM Charter Requirements

219 (1) *The Council shall adopt, by policy, a public participation program concerning the preparation of planning documents.*

219A (1) *The Council shall adopt, by policy, an engagement program for engaging with abutting municipalities when the Council is adopting or amending a municipal planning strategy.*



P&D Engagement Objectives

- Improving public participation design to be more transparent
- Establishing the community's influence in municipal decision-making
- Providing access to engagement opportunities through a variety of mediums
- Responding to legislative/regulatory process requirements
- Strengthening inclusion, improving processes, and removing barriers to participation



Continuous Improvement

- Ongoing process improvements that seek to consider virtual engagement tools, consider Diversity and Inclusion practices, report on and assess engagement
- Further direction required to develop an Administrative Order that establishes:
 - Minimum Standards for Engagement
 - Standards for Engaging with Abutting Municipalities
 - Additional Engagement needs to be established using the Engagement Guidebook



Planning & Development - Engagement Statistics 2018 - 2022

Shape Your City

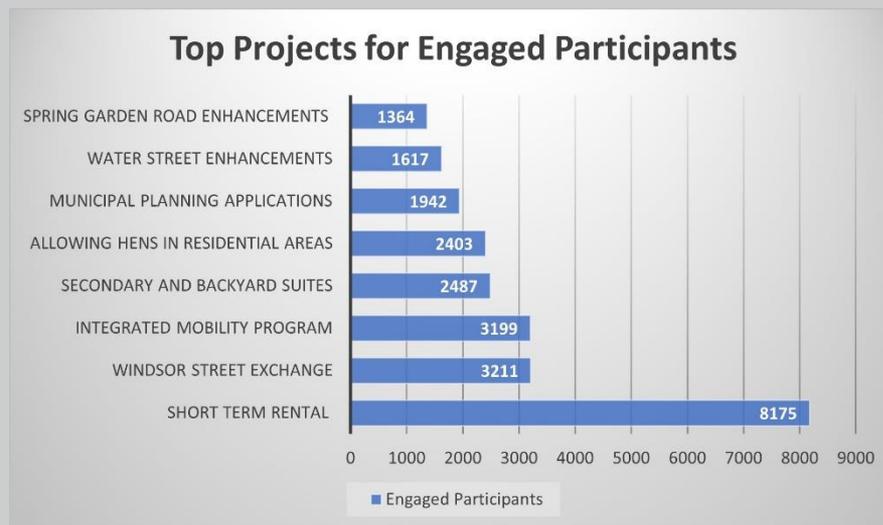
From January 1, 2018 to May 6, 2022

31,347 Engaged Participants – they completed a survey, participated in a quick poll, placed a pin on a map or contributed to the ideas section

86,229 Informed Participants – they viewed a video or photo, downloaded a document, visited the key dates or FAQ page, visited multiple project pages and contributed to a tool (engaged)

168,276 Aware Participants – they visited at least one page

Top Projects for the engaged participants:



Planning & Development - Engagement Statistics 2018 - 2022

January 1, 2018 – December 31, 2021				
Year	In-person PIMS	Number of attendees	Virtual PIMS	Number of Virtual attendees
2021	0	—	7	193
2020	8	Approx. 100	3	36
2019	34	1,000+	—	
2018	24	1,300+	—	

Planning Public Engagement (January 2018 to May 2022) Number of Letters Mailed			
Public Information Meeting/Open House		Public Hearing	
40,426		40,273	
YouTube Views (January 1, 2018 – May 10, 2022)			
	72 Videos in the Planning and Development Playlist	40,100 YouTube Views	2363 Hours of Viewing



Halifax.ca - Unique Pageviews: 489,647

January 1, 2018 to May 17, 2022

Public Engagement Guidebook

- Expected to be a digital design workbook
- Includes steps from pre-design to evaluation
- Reflective prompts for culturally-sensitive design
- Encourages 'right-sizing' of engagement
- Follows the International Association of Public Participation standards (IAP2)



Step 1. Assessing the Need for Engagement - Impact

What is the level of impact your project will have?
Use the table below to identify if it is low, medium or high.

Level of Impact	Assessment Criteria	Examples
High	<ul style="list-style-type: none"> High impact across HRM, including significant changes to the built form, natural environment or the general health and safety of all HRM residents High degree of interest across HRM High impact on a neighborhood area Strong possibility of conflicting perspectives on the initiative or issues in question 	<ul style="list-style-type: none"> Council's Strategic Plan Municipal Planning Strategy/Land Use By-law Major zoning change proposals or change to land categorization Removal of a facility or service that serves the entirety of HRM Major service change Major transportation initiative
Medium	<ul style="list-style-type: none"> Sufficient degree of interest across HRM to warrant public engagement High impact on community group(s) or specific facility or service Moderate possibility for conflicting perspectives 	<ul style="list-style-type: none"> Development Agreement application Relocation of youth centre Proposed changes to a valued activity or program Proposed improvements to an HRM wide service, such as library services, snow removal or garbage collection Proposed improvements to customer services Provision of a community wide event
Low	<ul style="list-style-type: none"> Low impact on a neighborhood area, community group(s) or specific facility or service Small change or improvement 	<ul style="list-style-type: none"> Local street cleaning Removal of car parking lot Certain types of infrastructure improvements Road closures Fee increases Changes in service e.g. changes to a local youth activity program, such as timing or venue/ location Emergency information

By the term '**level of impact**,' we are referring to the effect that a specific action or potential change may have in the community and level of interest

Step 1. Assessing the Need for Engagement - Influence

What is the level of influence participants are likely to have on the project outcome?
Use the table below to identify if it is low, medium or high.

		DETERMINING FACTORS				
		Council Direction	Legislative	Technical Factors	Budget	Example
INFLUENCE	High	Council direction or desire to have community define policy or outcome	Strong legislative or Council policy requiring engagement	Not many technical constraints/ strong abilities to affect technical constraints	Budget or programs available to implement change	Secondary Plan Amendment
	Medium	Council policy or requirements cannot be changed, but there is some ability to affect the policy or outcome	Moderate legislative or Council policy requirements for engagement	Some technical constraints that limit outcome options	Some ability to adjust budgets or programs to implement change	Development Agreement Bike Lanes Recreation Centre
	Low	Council direction does not allow for ability to influence the policy or outcomes	No legislative or policy direction to require engagement	Limited ability to affect outcome due to technical standards or constraints	Minimal or no ability to adjust budgets or programming to influence change	Site Plan Approval Driveway Location

By the term ‘**level of influence**,’ we are referring to the degree to which aspects of this project can be influenced or shaped by the community and stakeholders

Step 1. Determining the Level of Public Participation

What is the appropriate level of public participation for your engagement?
Use your results from the previous tables in the matrix below.

High	Inform	Involve/Collaborate	Collaborate/Empower
IMPACT Medium	Inform	Consult	Involve/ Collaborate
Low	Inform	Inform/ Consult	Inform/ Consult
	Low	Medium INFLUENCE	High

- The “**Level of Public Participation**” matrix brings together the two key criteria
 - (1) extent to which community is impacted (low to high)
 - (2) ability to influence outcomes (low to high) visually
- Using the matrix, the Impact and Influence are related to one another, and the level of public participation is determined

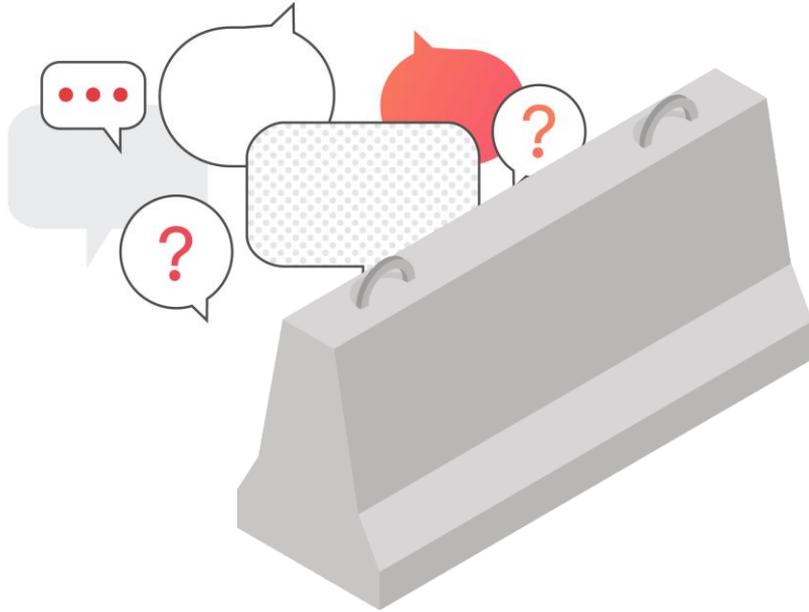
Step 2. Familiarizing Yourself with the Community



- A series of screening questions in this section help staff to understand the community context
- Sensitivity to those of traditionally underserved and underrepresented groups
- Guidance is provided on undertaking a collaborative research exercise called ‘pre-engagement’

Step 3. Developing an Engagement Plan

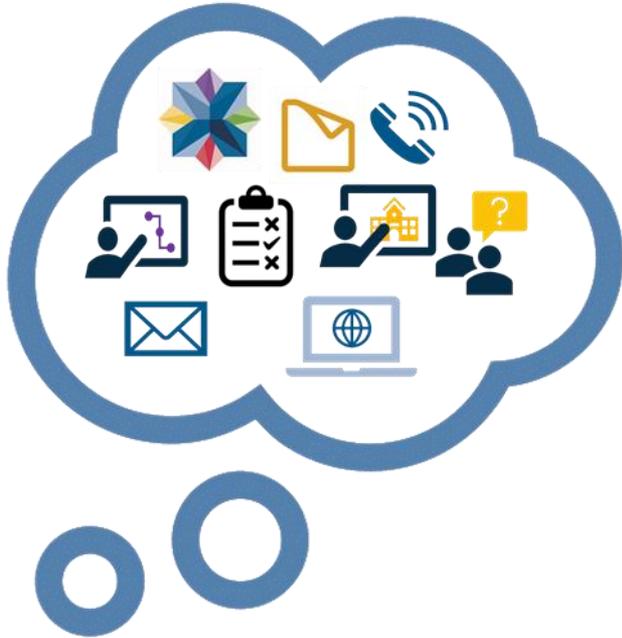
Step 4. Addressing Barriers



- Engagement objectives and key messages are developed
- Target audiences, communications needs, engagement timing and logistical support identified
- Exercise included to consider if any barriers to participation are anticipated so that they can be recognized and addressed

Step 5. Designing Engagement Activities

Step 6. Delivering Engagement



- In-person engagement tools, techniques, online tools and platforms available to staff are identified
- Resources and guidance on:
 - creating welcoming, accessible and inclusive experiences
 - monitoring activities
 - reporting back to update the community throughout the project
 - flexible engagement planning and facilitation

Step 7. Reviewing, Analyzing and Reporting Feedback

Step 8. Evaluating Engagement



- Provides direction for organizing and recording comments received and how they have been addressed
- Equity, diversity and inclusion lens questions will prompt staff to ensure that findings are reflective of and sensitive to all impacted members of the community
- Provides guidance on evaluating the success of engagement activities – both qualitative and quantitative approaches

Recommendation

It is recommended that Regional Council:

Direct the Chief Administrative Officer, when developing the new Administrative Order on Public Participation, to include:

- minimum standards for engagement;
- requirements for engagement with abutting municipalities; and,
- direction to create a Planning and Development Engagement Guidebook and to use that Guidebook when considering additional standards for public participation; and

Direct the Chief Administrative Officer to return to Council with a draft public participation program for Council's consideration respecting potential amendments to the Municipality's existing planning documents to reflect the new Administrative Order.

Direct the Chief Administrative Officer to return to Council, after the public participation program is complete, with draft amendments to the Municipality's existing planning documents, for Council's consideration, to reflect and accompany the draft Administrative Order.