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File No. O-7938
Planner: G. BARRETT

TO:	CHAIR AND MEMBERS PLANNING AND ENVIRONMENT COMMITTEE
FROM:	JOHN M. FLEMING DIRECTOR, LAND USE PLANNING AND CITY PLANNER
SUBJECT:	2011 OFFICIAL PLAN REVIEW INFORMATION REPORT PUBLIC ENGAGEMENT PROGRAM MEETING ON DECEMBER 12, 2011, 4:40 PM

RECOMMENDATION

That, on the recommendation of the Director, Land Use Planning and City Planner the following information report on the draft Request for Proposal for the public engagement program **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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June 8, 2011 – Planning report to Built and Natural Environment Committee regarding the preliminary approach and timeline for the 2011 Official Plan Review.

October 4, 2011, Planning report to Built and Natural Environment Committee regarding the draft Terms of Reference for the 2011 Official Plan Review.

COUNCIL DIRECTION

On October 4, 2011, Council directed Civic Administration to initiate a Request for Proposal, as follows:

“that Civic Administration BE DIRECTED to initiate a Request for Proposal to retain a consultant to develop and oversee a communication and consultation program for the 2011 Official Plan Review, noting that the Request for Proposal for the consultant will not be let until Council confirms the need to review the Official Plan.

Corporate Communications has confirmed that they have the ability and necessary resources available to conduct the “communications” component of the communication and consultation program. However, the public engagement component of the program will need to be outsourced to a qualified consultant with the technological tools and experience in this field. An overview of the proposed communications strategy will be presented, by Corporate Communications, to the Planning and Environment Committee, at the December 12th meeting.

PURPOSE

The purpose of this report is to advise Municipal Council of the proposed scope of the public engagement program of the 2011 Official Plan Review.

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An enhanced program of public consultation and engagement is intended to be a major element of the Official Plan review. The need to shape the vision for the future development of London through a meaningful process of consultation and engagement is essential in creating a new Official Plan that can articulate that vision in both text and images is fundamental to the proposed Official Plan review process. The challenge of the process is twofold: to engage as wide and diverse an audience as possible, and keep them involved throughout the Official Plan review process; and to have meaningful, easily useable and understandable and accessible means of recording the input received through the process, and a way to show how this input has been incorporated into both the Official Plan review process and final Official Plan document.

PUBLIC ENGAGEMENT AND CONSULTATION PROGRAM

Public engagement and consultation at the outset and throughout the Official Plan Review process is integral to the success of the project. This is especially true, given that the implementation of long-range planning requires understanding, support and participation of the community. Other major elements integral to the Official Plan Review process will be Council's approval of the "Growth Planning Review", the "Urban Structure Plan", and completion of the City's growth forecast with the preparation of the "Land Needs Study". Council's decision on these key discussions/reports will have significant relevance to the scope of this Official Plan Review project.

Establishing a public engagement program through comprehensive marketing and communication is being recommended for this project. It is the intent to explore and tap into a range of resources as a new way of interfacing with the public from the initial stage of setting a vision through to the completion of final approval and adoption by Council. The Consultant shall assist in the preparation of the public engagement program to ensure that community discussion between each phase of the review process is adequately captured, to tie each part of the process together.

It will be Staff's role to communicate to the public on how the issues have been or will be addressed. Ultimately, the public engagement consultant will guide the "engagement" portion of the public participation process and provide Staff with the public results so that staff can "weave" the connections of issues raised between each of the process review phases in their reporting out to Committee and Council. Planning Division staff coordinate and direct the 2011 Official Plan Review process, similar to past OP Reviews, and the City Communications staff will oversee the communications strategy component of the engagement and consultation program.

REQUEST FOR PROPOSAL – PUBLIC ENGAGEMENT CONSULTANT

The public engagement consultant shall deal primarily with the engagement component of the "engagement and consultation program" through the use of technology development, such as web site development, web-based engagement tools, etc. City Communications staff will deal primarily with the communications component of the program, including the communications strategy, branding, print material preparation, etc.

The key role of the public engagement consultant is to assist Staff with the following responsibilities:

- Engage as wide a range and number of people as possible by using traditional and non-traditional tools & resources;
- Keep the public engaged throughout the entire OP review process;
- Identify and provide an effective way to solicit public comments, and method to input/manage all comments received by the public;

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- Identify and provide an effective way to analyze the public comments; and
- Identify and provide an effective way to demonstrate how the comments have been implemented and/or addressed.

The intent is to retain the public engagement consultant before the end of January 2012. The bulk of the strategy preparation and “setting the stage” will be completed in February and March 2012, prior to the Vision launch in April. The scope of the requirements for the public engagement consultant is provided below.

Project Details

The following chart outlines the project deliverables and proposed timelines.

Project Components	Deliverables	Timeline
Strategy Preparation	Community Engagement Strategy	January 2012 – March 2012
Brand Incorporation	Integration of brand into engagement tactics/materials	January 2012 – March 2012
Technology Development	Social Media/Mobile Apps and other technology oriented engagement tools	January 2012 – March 2012
Material Preparation & Print	Engagement Materials (eg. email blasts, event invitations, public participation documents, etc)	January 2012 – March 2012 & sporadically throughout process, according to engagement strategy.
Strategy Implementation	Dovetail Community Engagement Strategy with the Communications Strategy developed by City of London Corporate Communications. Assistance with delivery of recommended activities from the Community Engagement Strategy(eg. event coordination, marketing, online services, etc)	March/April 2012
Public Open Houses	<p>VISION - Facilitating and leading the Public Open House</p> <p>STUDIES & RESEARCH – Facilitating and operating the Public Open House</p> <p>THE PLAN – Facilitating and operating the Public Open House</p> <p>CONFIRMATION and APPROVAL Facilitating and operating the Public Open House</p>	<p>OFFICIAL PUBLIC LAUNCH April 2012</p> <p>June 2012</p> <p>January 2013</p> <p>March 2013</p>
Data Collection and Report Development	Collect and analyze data from the engagement process.	April 2012-May 2013 Analysis and responses to

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	Prepare report for PEC/Council with identified community issues and other data collected through the process	public comments expected to be applied throughout the process, according to engagement strategy.
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Scope of Work

The consultant will assist the Staff Team in:

- > Identifying a preliminary community vision for the City of London over the next 20 year planning horizon.
- > Identifying current planning issues within the City of London.
- > Develop engagement methods that encourage Londoners to get involved with creating a future vision for their City.
- > Data collection and report preparation and finalization for the Planning & Environment Committee/Council.

Selection Criteria

The City of London reserves the right to select a consultant based directly on the proposal or to negotiate further with one or more respondents. The City reserves the right to reject any and all proposals. The proposal will be evaluated and the highest ranking vendors may be asked to make formal presentations to the City. Evaluation of the proposals will include, but are not limited to the following criteria:

- > Demonstrated understanding of the Official Plan review process, and the role and integration of the public engagement process;
- > Relevant and positive experience and success in the development of a community engagement strategy, community engagement initiatives and data collection and reporting;
- > Cost to complete the process. Clearly itemize costs in relation to the project phase and deliverables;
- > Ability to meet deadlines and operate within budget;
- > Ability to attend local planning meetings and events in person; and
- > Prior experience in working with similar client groups, and community agencies.

CONCLUSION

The proposed public engagement program is intended to ensure widespread and on-going public participation throughout the entire Official Plan review process. As the document that contains Municipal Council’s policies regarding the future growth and development of the City, it is crucial that the public participate in the process, understand the outcomes of the process, and understand how the outcome of the process (the Official Plan) is used by Council and Staff to plan for and coordinate growth and change in the City. Using innovative means of connecting with the public, sharing their input, and showing how their input shapes the decisions that will be made through this process is a key element of the public engagement process.

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PREPARED BY:	PREPARED BY:
HEATHER McNEELY SENIOR PLANNER CITY PLANNING & RESEARCH	SEAN GALLOWAY URBAN DESIGNER COMMUNITY PLANNING & URBAN DESIGN
SUBMITTED BY:	SUBMITTED BY:
GREGG BARRETT MANAGER, CITY PLANNING & RESEARCH	JIM YANCHULA MANAGER, COMMUNITY PLANNING & URBAN DESIGN
RECOMMENDED BY:	
 J. M. FLEMING DIRECTOR, LAND USE PLANNING AND CITY PLANNER	

November 29, 2011
GB/HMcN
"ATTACH"

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