



**Keswick Secondary Plan Review
Community and Stakeholder Engagement Strategy
September 2019**

1.0 Overview

The Town of Georgina is undertaking the Keswick Secondary Plan Review (KSPR) to update the vision, goals and objectives, policies, schedules and appendices, culminating in a refreshed and user-friendly document.

This Community and Stakeholder Engagement Strategy sets out the framework for consultation with the Keswick community (see Section 4.0) over the course of the KSPR. It will evolve to ensure the team is using the most effective tools to obtain input throughout the duration of the Review.

2.0 Oversight of the Review

The Review will be undertaken with the oversight of a core team of Town Staff, a Steering Committee and a Technical Advisory Committee.

The **Steering Committee** will provide input on key deliverables throughout the Review process and will participate in community consultation events. Committee members include:

NAME	POSITION	ORGANIZATION
Margaret Quirk	Mayor	Council
Mike Waddington	Councillor, Ward 1	Council
Dan Fellini	Councillor, Ward 2	Council
John Rogers	Committee Volunteer	Georgina Resident
Ted Brown	Committee Volunteer	Georgina Resident
Naomi Davison	Committee Volunteer	Georgina Resident
Gary Heine	Committee Volunteer	Georgina Resident

A **Technical Advisory Committee** will provide technical expertise throughout the review. Committee members are:

NAME	POSITION	ORGANIZATION
Harold Lenters	Director of Development Services	Georgina
Tolek Makarewicz	Senior Policy Planner	Georgina
Velvet Ross	Manager of Planning	Georgina
Dan Buttineau	Director of Recreation and Culture	Georgina
Rob Flindall	Director of Operations and Infrastructure	Georgina
Shawn Nastke	Head of Corporate Service Delivery Excellence	Georgina
Darren Dunphy	Development Engineering Technologist	Georgina
Karyn Stone	Manager of Economic Development	Georgina
Darlene Carson-Hildebrand	Manager of Finance & Deputy Treasurer	Georgina
Anne Winstanley	Communications Supervisor	Georgina
Ken McAlpine	Manager of Parks Development & Operations	Georgina
Sara Brockman	Senior Planner	York Region
Jelena Baker	Planner	York Region

Shahid Matloob	Transportation Engineer	York Region
Vi Bui	Program Manager	York Region
Jhapendra Pokhrel	Water/Wastewater Engineer	York Region
Melinda Bessey	Acting Director, Planning	Lake Simcoe Region Conservation Authority
ALTERNATE/OPTIONAL ATTENDEES		
Rob Wheeler	Director of Corporate Services / Treasurer (Finance back-up)	Georgina
Owen Sanders	Supervisor of Development Engineering (Engineering back-up)	Georgina

3.0 Community Consultation Goals

- To build awareness and understanding of the purpose of the Secondary Plan Review;
- To effectively engage residents and community groups in the Secondary Plan Review process;
- To encourage participation and input through a variety of face-to-face and online forums; and,
- To generate broad-based support for the updated Secondary Plan.

4.0 Key Stakeholder and Community Group Audiences

The following are key stakeholders expected to have interest in the Study and will be consulted throughout the KSPR:

- Town of Georgina Council;
- Town of Georgina staff;
- Steering Committee;
- Technical Advisory Committee;
- Residents;
- First Nations/Aboriginal Communities (e.g. Chippewas of Georgina Island First Nation);
- Community groups (see below);
- Developers and landowners (or their representatives);
- Business owners in Keswick;
- Schools Boards and schools; and,
- Town's Advisory Committees: Agricultural, Economic Development, Environmental, Georgina Safe Street, Georgina Heritage, Georgina Trails and Active Transportation and Georgina Waterways.

The following are the key community groups to be consulted during the Secondary Plan Review:

- Georgina Kinsmen;
- Georgina Chamber of Commerce;
- Keswick and District Lions Club;
- Optimist Club of Keswick;
- Club 55, Keswick;
- Georgina Developers Association; and,
- Uptown Keswick BIA.

Other stakeholders and community groups not listed above may be identified during the course of the KSPR and will be consulted.

5.0 Key Messages

Clear and consistent messages will be used throughout the Review. Messages will be further refined and developed in coordination with the team as the project evolves:

- There have been substantial changes to Provincial and Regional planning policy that must be reflected in the Keswick Secondary Plan.
- York Region has commenced a municipal comprehensive review of their Official Plan. The timing of the KSPR is planned to ensure the updated Secondary Plan will be in conformity with the Region's new Official Plan.
- The KSPR will seek to support a complete community where residents can live, work and play by encouraging a range and mix of housing options, including mixed-use, affordable and rental housing, strengthening the local economy, ensuring access to goods and services, and supporting active living through parkland, open space and recreational opportunities.
- The Secondary Plan Review will ensure that growth is planned to make efficient use of servicing capacity to contribute to a successful community.
- A linked open space/greenlands system is a fundamental element of Keswick's urban fabric, providing recreational opportunities, environmental preservation and stormwater management.

6.0 Key Tactics to be used

A variety of tools and tactics will be used to engage and communicate with stakeholders and the community.

Engagement will occur through public workshops and meetings, face-to-face forums and online in each phase of the KSPR:

- Meetings with Councillors, Town staff, Steering Committee and Technical Advisory Committee;
- Meetings with landowners/business owners;
- Public Workshops;
- Focus group meetings organized by topic: heritage/culture, environment, active transportation, commercial/employment;
- Focus group meetings for specific demographics/interest groups: seniors, youth, specific cultural groups, developers;
- Pop-up information stations at local events and/or Town facilities;
- Online input through social media and email contributions; and,
- Online input using the Metroquest survey platform (hard copies can also be made available).

We will regularly communicate through:

- Updates posted online to the dedicated KSPR web page;
- Town newsletters;
- Updates shared in media briefs for local media; and,
- Email blasts to the study's list of interested parties and circulated through the network of social media contacts.

We will also provide a written report summarizing "what we heard" at the completion of each phase of the KSPR. The report will be posted on line to the dedicated KSPR web page.

7.0 Responsibilities

Town of Georgina

- Work in collaboration with the Consulting Team to schedule meetings with the Steering Committee and Technical Advisory Committee and arrange for meeting facilities;
- Circulate meeting agendas and take minutes for Steering Committee and Technical Advisory Committee meetings;

- Schedule the community consultation events, book the facility and arrange for refreshments;
- Place the notices, advertise the events at least 2 weeks in advance of the community events;
- Set-up and manage the project web page;
- Informally liaise with Council, as necessary;
- Consolidate input received through online posts and a dedicated email address and provide to the consultant for tracking;
- Provide members of the community with acknowledgements that their input through email or letters was received;
- Post to and manage social media according to Town’s protocol;
- Provide available contact information for relevant community/interest groups, agencies, staff, and key stakeholders; and,
- Conduct pop-up consultation stations at local Town events and/or at Town facilities.

Consulting Team

- Prepare agendas for Steering Committee and Technical Advisory Committee meetings;
- Prepare project material/presentations for community consultation events;
- Prepare newspaper notices and invitations to community consultation events;
- Lead and facilitate consultation events;
- Provide content for project web page and social media;
- Provide online survey using Metroquest platform;
- Prepare summaries of community input in each phase of the work program; and,
- Prepare and provide the Town with material for the pop-up consultations.

8.0 Phase-by-Phase Consultation

The timing of the consultation events listed below are for general information purposes and are subject to change as the project develops. To confirm the timing of a specific consultation event, please contact Tolek Makarewicz, Senior Policy Planner, by telephone at 905-476-4301 ext. 2297 or by email at tmakarewicz@geogina.ca.

Phase 1 Technical Background

Communication Objective(s)

- *Inform the community about the KSPR, that the study has been initiated and identify ways in which they can provide their input;*
- *Involve the community in the review of background information; and,*
- *Involve the community in the development of the vision and guiding principles.*

Stakeholder Group	Forum for involvement	Purpose	Expected Output/ Outcome	Materials Required	Timing
Meeting #1 with Technical Advisory Committee	Round Table Meeting	Introduce the KSPR, the draft work program, project schedule, and the community and stakeholder engagement strategy	Confirm work program, community and stakeholder engagement strategy, and key dates	Agenda, work program, proposal, Terms of Reference, community and stakeholder engagement strategy	July 31, 2019
Meeting #1 with Steering Committee	Round Table Meeting	Introduce the KSPR, the draft work program, project schedule, the community and stakeholder	Confirm work program, community and stakeholder engagement strategy,	Agenda, Work Plan, Proposal, Terms of Reference, Community Engagement Plan	July 31, 2019

		engagement strategy, and KSPR branding	key dates, and branding		
Landowners, Developers	One on one meetings	Discuss development interests, plans, etc.	Information relating to specific development interests, copies of plans, comments on concerns/ issues to be addressed/ considered by the team	Air photo of Keswick	October 16 and 17, 2019
Focus Group Meetings	Round table meetings	Topic focused: heritage/culture, environment, active transportation, commercial/ employment Demographic focused: youth, seniors	Focused conversations on topics in relation to KSPR	Air photo of Keswick	October 16 and 17, 2019
Meeting #2 with Steering Committee	Round Table Meeting	Presentation summarizing the key findings from background reports on planning, urban design, commercial land analysis, employment land analysis, natural heritage, transportation Discussion for input on Vision Statement, Planning and Design Principles	Input on the Vision, Design Principles	Power point presentation Work sheets on Vision, Principles	October 29, 2019
Meeting #2 with Technical Advisory Committee	Round Table Meeting	Presentation summarizing the key findings from background reports on planning, urban design, commercial land analysis, employment land analysis, natural heritage, transportation Discussion for input on Vision Statement, Planning and Design Principles	Input on the Vision, Design Principles	Power point presentation Work sheets on Vision, Principles	October 29, 2019
Community	Workshop #1 Two sessions: 4:00 pm	Presentation summarizing the key findings from	Input on the Vision, Design Principles	Notice/ad for workshop	October 30, 2019

	6:30 pm	background reports on planning, urban design, commercial land analysis, employment land analysis, natural heritage, transportation Table Group discussions for input on Vision Statement, Planning and Design Principles		Power point presentation Work sheets on Vision, Principles	
Community	Pop-up consultation	Input on Vision Statement, Planning and Design Principles	Input on the Vision, Design Principles	Roll up banner with project branding. Vision Statement and Design Principles Postcards/handout	October or November 2019
Public and Council	Presentation	Presentation on the background reports, outcome of Workshop #1 and outline next steps.		Presentation	December 11, 2019
PREPARE WHAT WE HEARD REPORT FOR PHASE 1					

Online
 Launch web page and social media
 Launch project specific email kspr@georgina.ca
 Keswick-wide post card/or through social media..."my Keswick is..."
 Post the vision and principles
 Metroquest survey on the vision and principles

**Phase 2 Concept Development
 Communication Objective(s)**

- *Involve the community in the development of options for the Keswick Secondary Plan.*

Stakeholder Group	Forum for involvement	Purpose	Expected Output/ Outcome	Materials Required	Timing
Community	Workshop #2 Two sessions: 4:00 pm 6:30 pm	Design charrette to develop optional concepts: concepts will explore variables re: land use, natural heritage, transportation, culture/heritage, urban design	Optional concepts	Notice/ad for workshop Power point presentation Base maps, charrette materials	End of January 2020

Community	Pop-up consultation	Input on Concept options	Input on the Concept options	Roll up banner with project branding. Concept Options Postcards/ handout	February 2020
Meeting #3 with Technical Advisory Committee	Round Table Meeting	Presentation and discussion on the charrette results and the optional concepts	Input on the optional concepts	Power point presentation	Early February 2020
Meeting #3 with Steering Committee	Round Table Meeting	Presentation and discussion on the charrette results and the optional concepts	Input on the optional concepts	Power point presentation	Early February 2020
Meeting #4 with Technical Advisory Committee	Round Table Meeting	Discussion on draft #1 Secondary Plan	Draft #1 of Secondary Plan	Power point presentation	Early March 2020
Meeting #4 with Steering Committee	Round Table Meeting	Discussion on draft #1 Secondary Plan	Draft #1 of Secondary Plan	Power point presentation	Early March 2020
Council	Special Meeting (Sec. 26(3) of <i>Planning Act</i>)	Discuss changes that may be required, present draft #1 Secondary Plan, request Council to authorize release of draft for public/ agency comment	Council authorization for public/ agency release of draft 1 Secondary Plan for review and comment	Power point presentation	Late March 2020
Community	Workshop #3 Two sessions: 4:00 pm 6:30 pm	To obtain input on the Preferred Land Use Plan and draft #1 Secondary Plan	Input on the Preferred Land Use Plan and draft #1 Secondary Plan	Agenda, presentation, workshop worksheets	Early April 2020
PREPARE WHAT WE HEARD REPORT FOR PHASE 2					

Online

Updates on web page and social media
Metroquest survey on the optional concepts
Post the draft #1 of Secondary Plan
Post the presentation

**Phase 3 Final Secondary Plan
Communication Objective(s)**

- *Involve the community in the review of the Draft and Final Secondary Plan.*

Stakeholder Group	Forum for involvement	Purpose	Expected Output/ Outcome	Materials Required	Timing
Meeting #5 with Steering Committee	Round Table Meeting	To review draft #2 Secondary Plan	Input on the final Secondary Plan	Agenda, Power point presentation, final Secondary Plan	Late May 2020
Community	Statutory Public Open House (Sec. 17(16) of <i>Planning Act</i>)	To present draft #2 Secondary Plan	Clarification of questions and receive input on Secondary Plan	Notice/ad for Statutory Open House Displays of the Secondary Plan	Early June 2020
Public and Council	Statutory Public Meeting (Sec. 17(15) of <i>Planning Act</i>)	To present final Secondary Plan and to answer questions	Final input on the Secondary Plan	Presentation	Early July 2020
Public and Council	Presentation	Presentation and adoption of final Secondary Plan	Adoption of the Secondary Plan	Presentation	Early August 2020

Online

Post the draft #2 Secondary Plan
 Post the final Secondary Plan
 Post the Open House displays
 Post the presentation