

COMMUNITY STANDARDS BYLAW (INCLUDES URBAN FARMING) CONSULTATION PLAN

Consultation Objectives:

- To provide timely, accessible consultation opportunities to gather public feedback on the minimum standards informed by Council on each of the 16 CSB topics and urban hen and beekeeping practices.

Background on the CSB:

- This will be the City's first CSB.
- A CSB will serve to regulate and enable activities that relate to the safety, health and welfare of residents on private and public property.
- Development of a CSB will create a "one-stop shop" for City residents to find information on community standards without having to consult multiple bylaws.

Background on Urban Farming (Hen and Beekeeping):

- The 2022-2025 Strategic Plan contains an objective to develop an urban agriculture strategy, which includes exploration of an urban farming policy.
- While the City does not currently permit hen and beekeeping practices, there has been interest from residents in allowing them.

Key Messages:

- Public consultation on the proposed content of the CSB is an essential step to ensuring the bylaw meets the needs of the community.
- The purpose of the consultation process is to gather feedback on 16 topics in the proposed bylaw that fall into four themes:
 - Public Behaviour,
 - Property Maintenance and Neighbour Relations,
 - Noise Control, and
 - Smoking and Cannabis.
- Feedback will also be solicited on the desire for urban hen and beekeeping practices in the City.
- The feedback will inform the development of the CSB and impact discussions on the future of licensing for hen and/or beekeeping practices in the City.

Audiences:

City of Spruce Grove residents, businesses, community organizations, charity organizations, for-profit organizations, building developers, commercial property owners, utility companies.

Level of Engagement:

There are [five standard levels](#) of public engagement to scale based on specific needs:

1. **Inform:** provide general information to the public for awareness.
2. **Consult:** seek significant public and stakeholder feedback to guide strategic policies and programs.
3. **Involve:** engage in two-way conversations to collect and respond to public and stakeholder feedback.

4. **Collaborate:** deeply involve stakeholders in the two-way process of building new plans, strategies, policies and programs
5. **Empower:** delegate decision-making to public or stakeholders

For COSG’s purposes, the recommended approach is a blend of consult and involve. This approach facilitates timely engagement on a larger scope of policy changes while providing the most efficient use of resources.

Roles and Responsibilities:

According to the [RMA/AUMA Public Engagement Guide](#), there are two primary approaches to public consultation: **government** vs. **administrative governance**. Each has a unique role to play in the consult/involve framework for policy feedback.

Role of Elected Officials	Role of Administration
<ul style="list-style-type: none"> Identify decisions that will benefit from public consultation, either directed by Council or by reviewing recommendations from Administration. Respect and support governance models that include members of the public in decision making. Promote and encourage public participation in consultation opportunities. Attend and observe, without contributing to or influencing, public consultation activities. Review and consider public input as part of the decision-making process. Recognize and understand that meeting with advocates or lobbyists can impede public faith in the legitimacy and transparency of public consultation and its role in the decision-making process. Support increasing the capacity of the municipality to advance its public consultation competencies. 	<ul style="list-style-type: none"> According to the municipality’s public engagement policy (see Attachment 3), identify decisions that will benefit from public input. According to the public engagement system, lead the: <ul style="list-style-type: none"> Public consultation strategy/plan. Public consultation implementation, including activities, reporting, and activities related evaluation. Systemic evaluation. Collaborate with the project team to ensure that they have the right public input to support the municipality’s decision-making process. Support the project and public consultation-related communications, learning and development, and community and stakeholder relations requirements.

The recommended approach is a blend of both elected official and administration tools and tactics that respect the specific roles and strengths of both to provide the most complete and comprehensive consultation framework.

Types of Consultation:

Tactics	Benefits	Strategic Considerations
Online Survey	<ul style="list-style-type: none">• Wide audience reach• Does not require additional resources	Does not provide face-to-face contact with residents
Event Booths Information booths will be set up at upcoming events to encourage people to complete the survey	<ul style="list-style-type: none">• Creates greater awareness of the consultation process	While the primary purpose is to drive people to the website to complete the survey, a staff person would be required to record/answer any questions and collect any feedback that is provided.
Community Events Council members will be partnered with staff from Administration to inform community members about the purpose of the consultation and where the survey can be found.	<ul style="list-style-type: none">• Creates greater awareness of the consultation process• Provides face-to-face contact between members of Council and community members	<ul style="list-style-type: none">• Requires resources, as these will require planning, coordination and staffing• Less predictability

Council Toolkit Overview:

As part of the process to support Council in consulting with the community on the Community Standards Bylaw, a toolkit is being developed. Components of this toolkit include:

- Key Messages for Council
- Project webpage that will inform the community of the purpose of the CSB and its development.
- An online survey for residents hosted on the *Connect Spruce Grove* website that will be marketed throughout the community using social media and at Council events.
- An insert with information on the consultation process will be provided with utility bills going to City residents.
- A postcard for members of Council to distribute in person that includes a link to the survey webpage.
- Social media content that Council members can share on their social media channels.

High Level Timeline:

Date	Tool/Tactic	Purpose
March 20	Committee of the Whole - Presentation of Consultation Plan	To review and discuss the Consultation Plan.
Early May	Launch project webpage	Landing page for project which will eventually include link to the survey.
Early May	Printing of post cards	QR code to the survey will be included.
June	Inserts will be sent out to residents with utility bills	The inserts will have information on the consultation process.
May 15 to July 7	Online Survey	Bang the Table platform (Connect Spruce Grove). Link to the survey will also be added to the project webpage.
May to July 7	Set up event booths, attend community events including a session at Elks Hall	To inform community members about the consultation process on the bylaw and provide them with the address to the survey.
Mid-July	What We Heard Report	To distill findings into a simple report.
September 18	Committee of the Whole	Present consultation results to Committee.

Budget:

The cost of the consultation process is estimated to be a maximum of \$10,000. Any staff overtime costs will be absorbed in salary budgets.