

Community Standards Bylaw (CSB) Strategic Communications Plan

Division: Sustainable Growth and Development Services

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Proposed communications launch/start date: May 28, 2024

PROJECT/INITIATIVE SUMMARY

The Community Standards Bylaw (CSB) is a tool for ensuring a safe, healthy, and inviting community. This will be the City of Spruce Grove’s first CSB and will serve to regulate and enable activities that relate to the safety, health and welfare of residents, businesses, community organizations, building developers, commercial property owners, and utility companies on private and public property.

TIMELINE

Bylaw Review/Approval

March 18, 2024	Draft Community Standards Bylaw presented to Governance and Priorities Committee for discussion.
April 22, 2024	First and second readings of the Community Standards Bylaw (C-1312-24) during Regular Council meeting. First and second readings of related amending/repealing bylaws to the Community Standards Bylaw.
May 27, 2024	Third reading of the Community Standards Bylaw (C-1312-24) during Regular Council meeting. Third reading of the related amending/repealing bylaws to the Community Standards Bylaw: <ul style="list-style-type: none"> • C-1322-24 - Open Space Area Bylaw Amendment - Third Reading • C-1323-24 - Traffic Bylaw Amendment - Third Reading • C-1321-24 - Development Fees and Fines Amendment - Third Reading • C-1324-24 - 2024 Fees and Charges Amendment - Third Reading • C-1319-24 - Omnibus Community Standards Repealing Bylaw - Third Reading • C-1300-24 – Land Use Bylaw Amendment – Third Reading

Bylaw Implementation

July 1, 2024	The implementation date of the Community Standards Bylaw is July 1, 2024.
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Between third reading and implementation, communications will be developed and disseminated to ensure residents are informed about the CSB and how changes may affect them, prior to the bylaw going into effect.

Of note: The related Hen Bylaw is being communicated separately from the CSB. Third reading of the Hen Bylaw (C-1313-24) is expected on June 10, 2024, and implementation on June 11, 2024.

PROJECT/INITIATIVE GOALS

- Develop a Community Standards Bylaw that will be a “one-stop shop” to find information on community standards and that outlines behaviours and expectations of residents and businesses in the community on private and non-private land.
- Implement the Community Standards Bylaw to regulate and enable activities that enhance the safety, health and welfare of community members.

STRATEGIC PLAN GOAL AND OBJECTIVE

6.b.3 Review City bylaws to differentiate definitions of unkempt properties from land use standards that provide opportunities for eco-landscaping.

KEY MESSAGES

General:

- The Community Standards Bylaw is an important tool for ensuring a safe and healthy community.
- It aims to be a “one-stop shop” to find information on community standards without having to consult multiple bylaws. Work has been done to update and repeal existing legislation to ensure the CSB becomes a single point of reference on community standards.
- The CSB and related amendments to other bylaws address 14 topics related to public behaviour, property maintenance, neighbour relations, noise control and excessive odours.
- Community members were consulted on CSB topics through a survey that was conducted between May and July 2023 to ensure residents were able to provide their input into the bylaw.
- Find information about the Community Standards Bylaw at sprucegrove.org/CommunityStandards.

Topic specific:

- Of note: specific KMs for individual topics within the CSB will be developed as required.
- There are nine identified topics within the CSB for which individual communications plans will be developed (page 8), including specific key messages for those topics.

CSB Topic	Audience(s)	New Content To be Communicated	Impacted Bylaws	Timing
CSB - Overall	<ul style="list-style-type: none"> Residents Businesses Community organizations Builders Residential and commercial property owners 	<ul style="list-style-type: none"> High level overview and why it's important. How to access more information on certain topics and other resources. Information about streamlined set of fines and higher fines for certain infractions. 	<ul style="list-style-type: none"> CSB 	Start communications on May 28 for July 1 implementation
Liquor	<ul style="list-style-type: none"> Residents, visitors, and users of Jubilee Park 	<ul style="list-style-type: none"> Public consumption of alcohol is permitted by adults in designated park areas between 11 am and 9 pm (pilot project). 	<ul style="list-style-type: none"> Changes made to <i>Open Space Area Bylaw</i> to allow for pilot This topic is not addressed in CSB 	July 1 implementation
Camping	<ul style="list-style-type: none"> Residents Visitors 	<ul style="list-style-type: none"> Camping on private property is not allowed for longer than 7 consecutive days OR exceeding 21 total days in a calendar year without City Manager approval. 	<ul style="list-style-type: none"> Addressed in CSB Addressed in Open Space Area Bylaw 	July 1 implementation
Graffiti Abatement	<ul style="list-style-type: none"> Property owners Businesses Community organizations Utility companies 	<ul style="list-style-type: none"> No one can place graffiti on any building, structure, vehicle, or vegetation. A property owner shall not allow graffiti to be placed on any building, structure, vehicle or vegetation. An owner who has had their property defaced must remove graffiti within time period specified by officer in notice of removal. A definition of "graffiti" has been added in the CSB. Info about City's existing Graffiti Abatement Program 	<ul style="list-style-type: none"> Addressed in CSB 	July 1 implementation
Panhandling	<ul style="list-style-type: none"> Residents Businesses 	<ul style="list-style-type: none"> Panhandling is not allowed. 	<ul style="list-style-type: none"> Addressed in CSB 	July 1 implementation
Urination/Defecation of Human Waste	<ul style="list-style-type: none"> Residents Visitors 	<ul style="list-style-type: none"> Urination/defecation is not allowed except in facility intended for such use. 	<ul style="list-style-type: none"> Addressed in CSB 	July 1 implementation
Cannabis	<ul style="list-style-type: none"> Residents 	<ul style="list-style-type: none"> No new changes 	<ul style="list-style-type: none"> Consumption of Cannabis Bylaw will be repealed, and content moved to CSB. 	July 1 implementation

Causing a Disturbance	<ul style="list-style-type: none"> Residents 	<ul style="list-style-type: none"> Updated standards as to what is considered “causing a disturbance” including performing an indecent act, throwing, propelling object or acting in a way that is likely to cause injury, property damage or intimidate, interfering with wildlife in a way that will cause injury/harm 	<ul style="list-style-type: none"> Addressed in CSB Changes also made to Open Space Area Bylaw to reflect these standards 	July 1 implementation
Nuisance and Unsightly Properties	<ul style="list-style-type: none"> Businesses and commercial property owners Residents and residential property owners Utility companies Community organizations Builders 	<ul style="list-style-type: none"> More prescriptive examples and standards of what is considered “nuisance” such as grass/weeds no higher than 15 cm, property owner has to address damaged fencing, damaged buildings (including utility boxes), deteriorating surface infrastructure, no accumulation of pet waste. More prescriptive standards on what is considered “unsightly, untidy” (accumulation/excessive accumulation of items) Property owner who has an unoccupied/uninhabitable building must ensure door/window opening is covered with a solid piece of wood. No storing of refrigerators/freezers outside. 	<ul style="list-style-type: none"> Nuisances, Unsightly and Untidy Properties Bylaw will be repealed, and all content moved to CSB. 	July 1 implementation
Landscape Obstructions	<ul style="list-style-type: none"> Businesses and commercial property owners Residents and residential property owners Community Organizations 	<ul style="list-style-type: none"> Property owners must ensure that trees, shrubs, hedges and/or other vegetation do not block the use of a back alley. 	<ul style="list-style-type: none"> Addressed in CSB (section 2.20(j)) 	July 1 implementation
Vegetation/weeds/trees and grass (naturalized yards / vegetation overhang)	<ul style="list-style-type: none"> Businesses and commercial property owners Residents and residential property owners Community Organizations 	<ul style="list-style-type: none"> Property owners must not allow trees, shrubs, hedges or other vegetation to grow onto neighbouring properties. Naturalized yards have been enabled. Response and examples to address the spread of clover. 	<ul style="list-style-type: none"> Addressed in CSB (section 2.20(j)) See Naturalized Yard definition in CSB (section 2.18) 	July 1 implementation
Boulevards gardens and driveway extensions	<ul style="list-style-type: none"> Businesses and commercial property owners 	<ul style="list-style-type: none"> Owners shall not cause/allow a nuisance within an alley that abuts their property New standards with respect to boulevards 	<ul style="list-style-type: none"> Addressed in CSB Permit fees for boulevard gardens and 	July 1 implementation

	<ul style="list-style-type: none"> • Residents and residential property owners • Community Organizations 	<ul style="list-style-type: none"> • Introduction of new permit program for boulevard gardens • Introduction of new permit for driveway extensions 	<p>driveway extensions are in Development Fees and Fines Bylaw</p> <ul style="list-style-type: none"> • Driveway extensions are addressed in Traffic Bylaw – not in CSB 	
Recreational Vehicles	<ul style="list-style-type: none"> • Residents 	<ul style="list-style-type: none"> • Extending the parking timeframes for all-terrain vehicles and recreational vehicles, as per below: <ul style="list-style-type: none"> • RVs now allowed to park April 15 to Nov. 30 • ATVs can be parked year-round • ATVs with tracks (snowmobiles) allowed to park Nov. 15 to April 15 	<ul style="list-style-type: none"> • Changes have been made to the Land Use Bylaw • This topic is not addressed in the CSB. 	July 1 implementation
Construction Waste and Building Materials	<ul style="list-style-type: none"> • Builders • Commercial Property Owners • Residents • Any person or company that applies for a permit 	<ul style="list-style-type: none"> • Property owners must ensure constructions materials are stored neatly, waste placed in bins, no excessive accumulation of materials • Property owners should ensure safe access to and use of sidewalks and driveways. • Must have a garbage container on-site for the duration of construction. • No longer able to have alternative means of containment or removal or have a shared garbage bin among construction sites in close proximity. 	<ul style="list-style-type: none"> • Construction Site Cleanliness Bylaw will be repealed. All content has been moved to CSB. 	July 1 implementation
Decibel Limits	<ul style="list-style-type: none"> • Residents • Businesses • Builders • Commercial property owners 	<ul style="list-style-type: none"> • New decibel limits put into place for daytime/overnight residential/non-residential settings (see section 12 of the CSB) 	<ul style="list-style-type: none"> • Noise Control Bylaw will be repealed. All content has been moved to CSB. 	July 1 implementation

Internal audiences	What is most important for them to know?
<ul style="list-style-type: none"> City Council 	<ul style="list-style-type: none"> Info about new standards (what has changed), what are the new processes and where to direct inquiries.
<ul style="list-style-type: none"> Front counter staff 	<ul style="list-style-type: none"> Info about new standards (what has changed), what are the new processes and where to direct inquiries.
<ul style="list-style-type: none"> Departmental staff 	<ul style="list-style-type: none"> Info about new standards (what has changed), what are the new processes.

COMMUNICATION GOALS

- Communicate the Community Standards Bylaw and related topics to the community to support awareness and understanding of the bylaw by the implementation date of July 1, 2024. Messages will include what is new, what has changed, and how certain topics will impact residents, businesses, developers, property owners or community groups in Spruce Grove.
- Communicate the Community Standards Bylaw to staff who interact with the public before the implementation date of July 1, 2024, to support understanding of the bylaw and related topics so staff can answer questions from the public and address any complaints.
- Provide information to staff members who do not interact with the public before the implementation date of July 1, 2024, for general knowledge and understanding of the bylaw and its related topics.
- Develop and execute nine individual communications plans for identified topics.

COMMUNICATION STRATEGIES

Strategies Topics	Individual Comms Plan	Website	Video-graphy	Print	Social Media	Digital Advertising / Signage	Internal Comms	E-newsletter
Community Standards Bylaw (overall)	✓	✓	✓	✓	✓	✓	✓	✓
Alcohol consumption in public parks pilot	✓	✓			✓		✓	✓
Camping	✓	✓					✓	
Graffiti abatement	✓	✓					✓	
Nuisance and unsightly properties	✓	✓		✓	✓		✓	
Vegetation/weeds/trees and grass (naturalized yards / vegetation overhang)	✓	✓	✓	✓	✓		✓	
Boulevard gardens and driveway extensions	✓	✓		✓	✓	✓	✓	✓
Recreational vehicles	✓	✓			✓	✓	✓	✓
Construction and building materials	✓	✓		✓			✓	✓
Decibel limits	✓	✓	✓		✓		✓	

BUDGET BREAKDOWN

Videography	\$9,000
Signage	\$2,500
Printed materials	\$6,000
Online ads	\$500
Total	\$18,000