

Municipal Development Plan Communications Plan Outline

Date: August 15, 2024

Department: Planning and Development

Department lead: Carol Bergum

Proposed communications launch/start date: September 10, 2024

TIMELINE

This is the final stage of the MDP. This stage will inform the public that the MDP has been approved and will explain what that means for the city going forward. The final draft of the MDP will be going to Council on September 9, 2024, for the Public Hearing, Second Reading, and Third Reading. MDP communications will start September 10 and will be ongoing, as needed, until the end of the year to educate the public.

PROJECT GOAL

MDP completion: the Shape of Our Community, Municipal Development Plan, has now been developed and approved. The plan recognizes the community effort that contributed to the plan. Residents, business, youth, Council and staff have all helped to shape our future; and around 7000 ideas were collected to understand what participants dream for in Spruce Grove. We held 20 pop up events, 17 workshops, 9 presentations, held 1 public information session, collected 240 survey responses, and held 1 public hearing.

MDP education: this stage in the project looks to move forward with implementation of the municipal development plan. The City plans to explain what the MDP is to the public, why we have it, how we created it, how we will use it, and how it works in conjunction with other statutory documents.

KEY MESSAGES

- The Municipal Development Plan (MDP), *The Shape of Our Community*, has now been finalized and approved by Council.
- The MDP guides future growth and development in Spruce Grove for the next 20 to 30 years by building on the community's core values and preferences.
- During the MDP development process, community members, business owners and organizations were engaged and offered valuable feedback with the City. This feedback was considered and ideas were incorporated into the MDP.
- The MDP supports decision-making around community development, and supports key aspects of community such as economic development, housing, transportation, social needs, parks and recreation, culture, and the environment.
- The MDP aligns with other municipal documents including area structure plans, the City Centre Redevelopment Plan, and the Land Use Bylaw to create a cohesive community.
- To learn more visit sprucegrove.org/ShapingSG.

COMMUNICATIONS GOAL

- Create awareness that the MDP has been completed.
- Educate the public on what an MDP is and why it is important to them.

COMMUNICATIONS STRATEGIES AND TIMING

Communications strategy	Timing
Awareness campaign	<ul style="list-style-type: none">• following third reading (September 9)
<ul style="list-style-type: none">• Website tools	<ul style="list-style-type: none">• following third reading (September 9)
<ul style="list-style-type: none">• Media release	<ul style="list-style-type: none">• following third reading (September 9)
<ul style="list-style-type: none">• Social media	<ul style="list-style-type: none">• September 10
<ul style="list-style-type: none">• Internal communications	<ul style="list-style-type: none">• September 10
Education campaign	<ul style="list-style-type: none">• Late September/October until the end of the year.
<ul style="list-style-type: none">• Video(s)	<ul style="list-style-type: none">• October
<ul style="list-style-type: none">• Social media	<ul style="list-style-type: none">• Monthly (October, December, as needed).