

Public Participation Program – Municipal Planning Strategy Review

March 2015- June 2016

The following is a detailed list of public participation opportunities that occurred from March 2015 to June 2016 for the Town of Yarmouth Municipal Planning Strategy review process:

1. Adopted a new Public Participation Program for public participation on proposed planning amendments at the Planning Advisory Committee level. (March 2015)
2. Formed MPS Proponent Selection Committee – Group of public volunteers were part of the process of selecting consultant and were the first to meet with the consultants and provide direction for the new strategy. (March 2015)
3. Hosted preliminary meeting with Town staff and consultants – Town staff met with consultants and offered hopes for future MPS and strategy from the perspective of their departments. (March 2015)
4. Presented on the Municipal Planning Strategy Process and gave continued updates to the following groups:
 - a. Choice Housing -Provided bi-monthly updates and attended meetings (March 2015-June 2016)
 - b. Housing Nova Scotia- Presented MPS review updates to group of Housing NS Staff (April 2016)
 - c. Economic Development Open House – Presented on MPS review and a number of planning initiatives (April 2015)
 - d. Nova Scotia Development Officers Conference – Presented on MPS review and some specific planning amendments that the Town was working on at the time. (May 2015)
 - e. Nova Scotia Planning Directors Conference – Was a panelist with three other Planning Directors who are in the process of a Municipal Planning Strategy review to discuss how the One Nova Scotia themes were being incorporated into Planning on a Municipal level. (May 2015)
 - f. Dalhousie Masters of Planning Students – Presented on MPS review and the innovative public participation process being used to engage the public and receive meaningful feedback. This lecture was part of the Master students Planning Practices class. (September 2015)
 - g. Tri-County Women’s Coalition – Presented on the MPS review and progress to date. The Planner answered questions and collected feedback. (November 2015)
 - h. Rotary Club – Presented on the MPS review and how proposed changes will support new business in the Town. The Planner answered questions and collected feedback. The Planner was invited to return in June to present on the final progress of the review. (November 2015)

- i. Yarmouth County Community Health Board – Presented on the MPS review and progress to date. The Planner answered questions and collected feedback. (January 2016)
 - j. Yarmouth Environmental Think Tank – Presented on the MPS review and progress to date. The Planner answered questions and collected feedback. (January 2016)
 - k. Chamber of Commerce – Presented on the MPS review and progress to date. The Planner answered questions and collected feedback. (March 2016)
 - l. Yarmouth Library Luncheon Series – Presented on the MPS review and policies related to climate change adaptation. The Planner answered questions and collected feedback. (March 2016)
 - m. Yarmouth Municipal Alcohol Project (MAP) - Presented on the MPS review and policies related to uses that conflict with schools, community centres and residential areas. The Planner answered questions and collected feedback. (March 2016)
5. Hosted Planners on the Street- A weekend long event where Town Planner and consultants were on Main Street asking the public about their Town and the future they envision. (June 2016)
 - a. Workshop Session – An in-depth discussion opportunity was provided on Saturday morning as part of this event for those interested in having further discussions about the future of development in the Town. (June 2016)
 - b. Social Media Campaign- A social media campaign with scheduled tweets and Facebook posts for both the Town and Mayors social media pages was developed to advertise the review and the Planners on the Street event. Those who could not attend were directed to the online survey. (June 2016)
6. Coordinated Interviews with local stakeholders and the consultants- over the course of a few months the consultants met privately with any stakeholder who was interested in the future of the Town. Notes were taken as part of this process and all feedback was incorporated as part of the review. The consultants met with 50+ stakeholders as part of this process (May – August 2015)
7. Feedback Surveys- Two feedback surveys were developed and distributed online through survey monkey as part of the Public Participation program.
 - a. Survey one was intended to collect a broad response on the future and vision for the Town. (May 2015)
 - b. Survey two was intended to communicate the areas of Interest and gauge public support for the drafted statements for these areas. (March 2016)
8. Town Website- Information on the MPS review process and opportunities for public participation were constantly updated on the Town website. News articles with the latest information on the home page were used to direct traffic to all the MPS review content. (March 2015-June 2016)

9. Sign Section of Land Use By-Law – The sign section of the Town Land Use By-Law was reviewed and amended independently of the review by the Town Planner as this section was a high priority for Council. Public Participation process was performed as part of the review. (June – August 2015)
 - a. Public Hearing at Council (August 2015)
 - b. Online Survey available to the public (June – August 2015)
 - c. Letters – Letters were distributed to all business owners on the Starrs Road advising of changes (June 2015)
 - d. Public Meeting – Four (4) Public Participation meetings were hosted, three (3) with the Planner and one (1) by the Planning Advisory Committee (July 2015)
10. Engaged Town Staff – the consultants and Town planner had many meetings with Town staff on the MPS review to ensure that the new strategy aligns with the work of other departments (March 2015-June 2016)
 - a. Strategy Session with Town Engineer – Consultants and Town Planner met with Town Engineer to discuss where Town infrastructure can handle future development. (July 2015 & September 2015)
11. Directors Workshop – Consultants and Town Planner hosted a Directors workshop to present and discuss progress on the MPS review. (September 2015)
12. Climate Change Residents – Held a meeting with local residents who were interested in climate change and the MPS review. Local residents met with the consultants, feedback received was incorporated into the MPS review. (September 2015)
13. Planning Advisory Committee – The Planning Advisory Committee acted as the review committee for the MPS review process. They were engaged throughout the entire process and received regular updates and opportunity to provide feedback (March 2015- June 2016)
 - a. Presentation and Update – Consultant presented to PAC (September 2015)
14. Planning on the Edge – The Town of Yarmouth Planning Advisory hosts a monthly podcast in which the committee members learn about the world of Municipal Planning. A number of episodes over the last year mentioned or focused on the MPS review. Below is a list of episodes that were intended as information for the public on the MPS review:
 - a. Municipal Planning Strategy Review; Changing Perceptions (September 2015)
 - b. Institutional Zoning; Impediment or Advantageous (December 2015)
 - c. Low Impact Development; A Solution to Flooding Part 1 (January 2016)
 - d. Affordable Housing; Planning for People (February 2016)
 - e. Community Statements of Interest; Bring on the New! Part 1 (March 2016)
 - f. Community Statements of Interest; Bring on the New! Part 2 (April 2016)

15. Housing Network Event – The Town of Yarmouth identified affordable housing as a priority in the MPS review process. As part of this, the Planning Department coordinated and hosted a Housing Networking Event with all the stakeholders involved in housing for this area. The Town Planner presented on the MPS review process at this event. (October 2015)
16. Council Statements of Community Interest Strategy
 - a. The Planner hosted a strategy session with Council to discuss the concept of Community Statements of Interest. Council provided feedback and recommended that the Planner continue with this approach. (December 2015)
 - b. The Planner hosted a second strategy session with Council to discuss the Statement of Community Interest that had been developed for a number of areas throughout the Town. Council provided feedback to the Planner. (January 2016)
17. Waterfront Industrial Committee- The Waterfront Industrial Committee was engaged as part of the review process. The Planner attended a number of committee meetings, presented on MPS review, answered questions and accepted feedback. All updates and documents have continued to be shared with the committee throughout the review.
 - a. Tour of Waterfront Industry – The Planner, consultants and interested council members toured a number of waterfront industrial facilities along Water Street and listened to concerns from owners about the MPS review and future plans for the area. (December 2015)
 - b. Workshop – The Planner hosted a strategy workshop for Waterfront Development Committee. The intent of the workshop was for the committee members to visualize a future for the waterfront, what uses would be appropriate and what uses would not be complimentary. (November 2015)
18. Draft Review Workshop
 - a. A workshop was hosted with Council to review drafts of both the MPS and LUB. The Planner answered questions and collected feedback. (April 2016)
 - b. A workshop was hosted with Council and the Planning Advisory Committee to review drafts of both the MPS and LUB. The Planner answered questions and collected feedback. (April 2016)
19. Newspaper Inserts
 - a. Vanguard- A newspaper insert was shared in five editions of the Vanguard that invited residents to the Public Hearing and provided information on the new MPS and LUB (May-June 2016)
 - b. Trading Post- An insert was shared in the Trading Post that invited residents to the Public Hearing and provided information on the new MPS and LUB (May-June 2016)

20. Newsletter Subscription and Updates- The Planning Department has a Mail Chimp newsletter account. Interested public may subscribe to the newsletter on the Town website and receive updates on the MPS review and other Planning amendments.
- a. MPS Review Public Hearing June 9th- A campaign encouraging the public to attend the Public Hearing and share their thoughts on the MPS review was distributed. This e-mail was opened and read by sixty (60) people. (June 2016)
 - b. New Planning Documents Considered for Adoptions – A campaign encouraging the public to partake in the online survey, visit the Town website and listen to Planning on the Edge to learn more about the MPS review was distributed. This email was opened and read by three hundred and ninety-two (392) people. The campaign was also shared by a number of people on Facebook and Twitter (x2 with 5 clicks) (April 2016)
 - c. Planning Department MPS Update – Institutional Buildings – A campaign encouraging the public to learn more about issues with institutional buildings and the recommended changes to the MPS and LUB to support redevelopment of these buildings was distributed. This email was opened one hundred and twenty (120) times. The campaign was also shared by a number of people on Facebook and Twitter (x4 with 969 clicks). (December 2015)
21. Social Media Campaign- Social media was used throughout the MPS review process to update the public and gauge public opinion. At the final stages of the review a social media campaign was implemented to encourage the public to read the new proposed MPS and LUB and to respond to the online survey. (May-June 2016)
22. CJLS Radio Ads- 40 Radios ads were purchased for CJLS to promote the new MPS and LUB, encourage the public to read the documents and to advertise the Public Hearing on June 9th. 10 ads aired per week with 40% during 6:00 am – 10:00am, 50% between 10 am – 6:00 pm and 10% between 6:00 pm and 7:00 pm. The ad was approximately a minute long and read the following:
- a. “The Town of Yarmouth Planning Department is inviting residents, business owners and developers to join us in forming a plan to shape the future of the Town. We are on the edge of Change - Community Evolution - Community Dynamics - Creative Growth - Leaders in Partnerships. As this plan will be a reflection of your community for the next five to ten years, it’s important that Yarmouth stakeholders get involved and share their ideas and concerns. In April 2016, as a result of an extensive public participation process, Council released a draft Municipal Planning Strategy and Land Use By-Law. These partner documents will be considered for adoption on June 9th, 2016. In the mean time, Council would like to hear from you.

To review copies of the proposed documents [visit the Town Website](#) or stop by the Planning Office, 3rd floor Town Hall, to receive a paper version. Or attend the Public Hearing scheduled for June 9th, 2016.”