



ROPSU Communication

Region of Peel Official Plan Strategic Update

Message From the Regional Chair

Effective public and stakeholder consultation is essential to the success of any planning program. The Regional Official Plan recognizes this fact noting in Section 7.3.5 that "public involvement is a vital part of the planning process and decision making. Effective public consultation enables people to influence decisions about planning

issues that affect the place in which they live and work." It is with this perspective in mind that the ROPSU workplan was created to employ effective public consultation techniques. Over the past several years, Planning staff, in consultation with the area municipalities, has successfully held numerous workshops, statutory public meetings,

representation at community events and built strong partnerships in the community particularly with transportation and human services stakeholders. This bulletin outlines the various ROPSU consultation activities accomplished under the four focus areas of ROPSU: regional structure, environment, human services and transportation.



**Emil Kolb,
Regional Chair**



1.0 Background

On October 10, 2002, as part of the initial preparation for ROPSU, Council approved a comprehensive work program that articulated the role that consultation and communication would play throughout the ROPSU process. The work program identified the key target audiences that would be the focus of communication efforts, the key messages that would

be presented during consultation and the specific consultation tools that were to be employed.

Staff met the work program's goal to ensure awareness and support for the ROPSU process among key target audiences. The awareness and support was maintained through a flow of information via the Region's website, ROPSU newsletters, news releases, council reports and

briefing notes. The ROPSU consultation team, under the guidance of the Planning Department Management Team, coordinated and implemented specific communication tools such as the ROPSU newsletter to provide information about ROPSU and the work that took place under each of the four focus areas. □

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Liveable Peel Council Workshop

Several means of communication were employed during the ROPSU process in order to provide information to target audiences and the general public:

ROPSU TAC

The ROPSU process was directed by ROPSU TAC, made up of senior-level regional and area municipal planning staff. From its inception, ROPSU TAC worked closely and in collaboration on the many planning issues it faced during the planning process.

ROPSU TAC's significant accomplishments included detailed review, analysis and comments on various ROP amendments, discussion and in most cases agreement on complex planning issues and a high-level of information sharing amongst ROPSU TAC members. ROPSU TAC members worked together and reached consensus on many issues. The emergence of ROPSU TAC as a cohesive planning policy leadership committee has been one of the most significant benefits derived from the ROPSU process.

Website

The Region's website was a key communication vehicle employed in updating and informing the public about ROPSU. A specific section of the planning department website was devoted to ROPSU. The ROPSU website included the latest

ROPSU newsletter, the status of ROPSU, Regional Official Plan Amendments (ROPA) and notices for public meetings related to ROPSU. The website made allowed for public access to council reports and contact information.

Newsletters

A special newsletter was created for the purpose of providing information on ROPSU in an accessible, attractive and easy to read format.

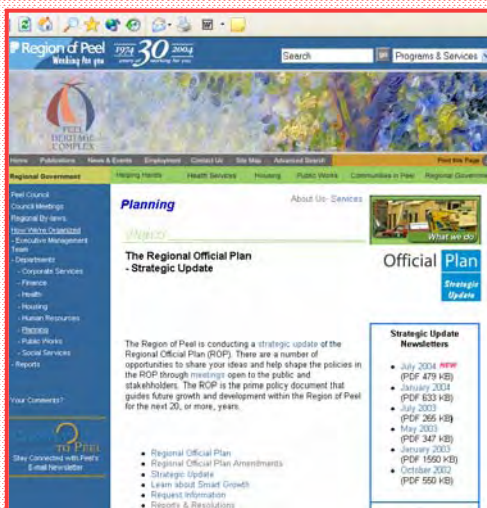
Throughout the six issues of the ROPSU newsletter, numerous articles were prepared by planning department staff providing timely updates on each initiative undertaken through the ROPSU process. The newsletter also provided contact information to encourage the public to comment on

any of the issues presented in the newsletter. ROPSU newsletters were distributed to interested members of the public and stakeholders in print form. In addition electronic versions of the newsletter were posted to the ROPSU website.

Media Releases/ Public Notices

Communication Services assisted planning department staff throughout ROPSU in preparing news releases and public notices to inform the public about public involvement opportunities.

Each of these communications tools provided the citizens of Peel with timely information on the steps that were taken to update the Regional Official Plan. □



News Archive

For Immediate Release: June 18, 2004

MEDIA CONTACT:
 Bryan Hill
 Planning Manager, Planning Policy and Research
 Region of Peel
 905-791-7800, Ext. 4047

Region of Peel Open House - Regional Official Plan Strategic Update - Proposed Amendment to Human Services Planning Policies

What: The Region of Peel is hosting an Open House where staff will answer questions and obtain input on the proposed amendment to the Regional Official Plan on human services planning policies.

Why: Planning quality human services and programs has become increasingly complex. The proposed amendment intends to address human services planning issues. The open house is an opportunity for residents to receive copies of and provide input to the proposed amendment.

Who: Bryan Hill
 Planning Manager, Planning Policy and Research

When: June 22, 2004 from 7:00 - 8:30 p.m.

Where: Caledon Community Centre
 6215 Old Church Rd.
 Caledon East, ON

The planning department undertook the following consultations with the public, stakeholders, and staff to build a high level of support for ROPSU:

**ROPSU Meet and Greet
October 25, 2002**

The planning department held a meet and greet session that provided an opportunity for the public, as well as regional and area municipal staff to learn about ROPSU.

**Smart Growth Workshop
February 7, 2003**

This workshop brought together individuals from across the GTA to identify opportunities to implement the work of the Smart Growth Central Ontario Panel by developing a “Made-in-Peel” response.

**Oak Ridges Moraine
(ROPA 7) Public Meeting
February 19, 2003**

Approximately 80 people attended this public meeting to amend the Regional Official Plan to conform to the Oak Ridges Moraine Conservation Plan. This meeting followed a public information session held in November 2002.

**Multicultural Inter-Agency
Group (MIAG) Workshop
March 20, 2003**

The planning department gained valuable input on ROPSU Human Services through holding a consultation workshop with MIAG.

**Public Outreach Displays
June and September 2003**

To raise public awareness, ROPSU display booths were present at the Streetsville Bread and Honey Festival and the Caledon, Brampton and Bolton fall fairs.

**Updated Population and
Employment Forecasts
(ROPA 8) Public Meeting
June 12, 2003**

A public meeting gathered comments regarding forecast updates that would amend the Regional Official Plan.

**Council Workshops on Long-
Range Transportation Planning
Initiative (LRTP)**

**June 26, 2003 and February 19,
2004**

These workshops updated the Regional Councillors on the initiation process and development of the LRTP.

**Transportation Demand
Management (TDM) Workshop
July 11, 2003**

A successful stakeholder workshop gathered input from 60 participants from the public and private sectors to discuss potential TDM policies and programs.

**Implementing Made in Peel
Smart Growth ‘Think Tank’
Meeting October 1, 2003**

This meeting collected input from Peel development industry and other stakeholders on the application of the Smart Growth principles in Peel.

**Human Services Workshop
October 21, 2003**

Draft ROP human services policies were presented to stakeholders for refinement.

**Good Movement Forum
November 5, 2003**

Over 50 freight industry leaders attended the ROPSU Goods Movement Forum to address future goods movement and transportation issues and needs in Peel.

**Caledon Transportation Needs
Study Consultation
November 13, 2003**

Caledon stakeholders were engaged in an ongoing consultation process as part of the

Caledon Transportation Needs Study. The final meeting was held in mid-November 2003.

**Council Workshop on Goods
Movement March 11, 2004**

Staff convened a workshop with Region Council to discuss policy directions to address Peel goods movement needs and identify actions..

**Transportation Consultation
Meeting with the Province and
Surrounding Regions**

Planning staff had ongoing consultations with public sector and private sector organizations, as well as various stakeholder on all aspects of ROPA 16.

**Liveable Peel Council
Workshop- April 29, 2004**

This workshop allowed Regional and Area Municipal Councillors, as well as regional staff to seek ways to respond to the affects of rapid growth, aging, and immigration on regional services and programs.

**Public Open House Meetings on
Proposed Human Services
Policies—June and July, 2004**

Public open houses were held in Caledon, Brampton and Mississauga to present proposed policies and provide an opportunity for the public to ask detailed questions to regional staff.

**Environmental Mapping
(ROPA 13) Public Meeting
January 27, 2005**

The public was given the opportunity to provide input on the draft updated environmental mapping. In fall 2006, ROPA 13 will be considered for adoption by Regional Council.

**LRTP Stakeholder Workshop
June 2, 2005**

More than 30 participants provided feedback on the Draft Long Range Transportation Plan and the draft ROPA prior to Council adoption.



**Participants Share Ideas as the
MIAG Workshop**

**Transportation for Persons
with Disabilities Study
Consultations
(April-Sept 2003)**

Various representatives attended multiple meetings, interviews, and focus groups to discuss the transportation concerns of persons with disabilities.

**ROPA 16 Transportation
Network and Policies—Public
Meeting June 16, 2005**

A public meeting was held to review and discuss ROPA 16 and its amendment highlights.

**Regional Urban Boundary
Expansion (Northwest
Brampton) (ROPA 15)
Public Meeting June 15, 2005**

Regional Councillors had the opportunity to hear public delegations before making a decision on ROPA 15.

**ROP Monitoring Input
Meetings**

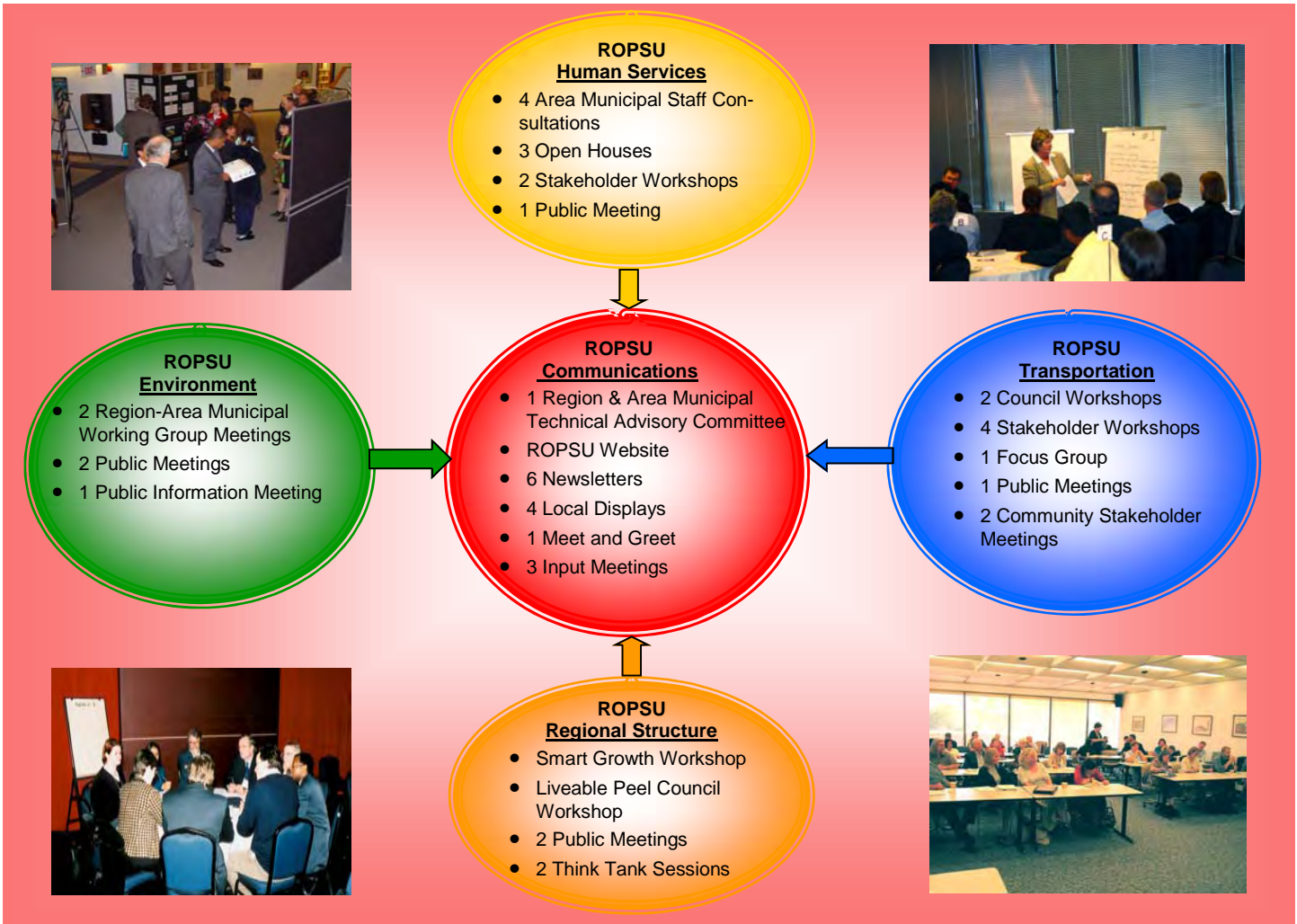
Planning staff will be conducting three input meetings during the 2005 summer to gain input from stakeholders on indicators and monitoring data used to measure the ROP implementation progress.

**Transportation (ROPA 16)
Public Meeting, June 16, 2005**

The public was invited to comment on the draft Transportation ROPA and the draft LRTP at a formal public meeting. Written comments were received. The public meeting was followed by Council adoption of the LRTP and ROPA 16 on September 15, 2005.

4.0 Consultation and Communication Activity

The diagram below lists, in summary form, the focused consultation activities that took place within each of the four focus areas of ROPSU. The red circle in the centre of the diagram lists the communication tools and consultation events that dealt with ROPSU as a whole. The consultation activities that took place under each of the focus areas were communicated via the ROPSU website and ROPSU newsletters.



5.0 Regional Official Plan Monitoring Program

The Regional Official Plan Monitoring Program (ROPMP) was developed as a component of ROPSU to address the objective of Regional Council to establish a mechanism for monitoring and evaluating the effectiveness of the policies of Plan (Section 7.9).

Staff is on track to present a Progress Report to Council which will report on the results of progress made in all Region policy areas between 1996 and 2004. The results indicate the extent to which key Regional policies have

guided urban development, stimulated investment, contributed to an improved quality of life for Peel residents and resulted in a greener environment.

Many stakeholders were involved in the development of the ROPMP and the preparation of the forthcoming Progress Report. In total, twenty-five representatives of community agencies and other levels of government attended three stakeholder input meetings to guide the review of prelimi-

nary monitoring indicators. Planning staff consulted with the area municipalities through the Regional Official Plan Strategic Update Technical Advisory Committee (ROPSU TAC) and also worked closely with Peel staff from other departments to compile and interpret indicator data and results.

The ROPMP is intended to serve as a framework for future monitoring of the ROP and to support subsequent updates made to it.