
Appendix A - Communication Plan

Appendix A – Communication Plans

The following section includes the Communication and Consultation Plan that was developed at the onset of the East to West Diversion Strategy Class EA along with the Enhanced Stakeholder Engagement Plan.

The Communication and Consultation Plan includes the initially planned efforts to notify the public and stakeholders of the Class EA study and its progress, in addition to internal communication methods identified for use throughout the study. The first section, Communication Plan, comprises of efforts that were to be taken for Study Commencement, Public Information Centre (PIC) 1, PIC 2, PIC 3 and Study Completion. The Consultation Plan provided the internal efforts that were to be carried out throughout the project, including meetings, correspondence with stakeholders, and the management of Public Documentation.

Prior to PIC #2, it was identified that a more comprehensive plan needed to be developed to address additional outreach efforts that were necessary to encourage all stakeholders and the public to participate in this study. This includes carrying out an online survey, and the delivery of promotional material to residents and businesses whose properties abut proposed alignment routes. Additionally, updates on correspondence with key stakeholders were summarized and the tentative meeting dates with key stakeholders were presented.

Communication Plan

Communication and Consultation Plan

East to West Wastewater Diversion Strategy
Class Environmental Assessment Study



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1 Introduction

1.1 Background

The Region of Peel has retained GM BluePlan Engineering Limited (GM BluePlan) to conduct a Municipal Class Environmental Assessment (EA) for the East to West Wastewater Diversion Strategy. This project is a tactical and strategic step in the sustainable provision of flexible wastewater services and management of the long term wastewater capital program for the Region of Peel. The diversion strategy has been identified in earlier Master Plans and other Class EAs and has evolved over time.

The Class EA study is being conducted according to the requirements of the Municipal Engineers Association (MEA) Class EA, which is a planning process approved under Ontario's Environmental Assessment Act.

As with any Environmental Assessment process, this study is as much about public relations as it is about technical solutions. Allowing either approach to dominate may impede the EA process as the study progresses. The success of the study rests on the ability to solicit, process and respond to public and agency input. This document outlines the Communication Plan that will be implemented through the entire study process to ensure these and other study objectives are met.

A number of items are addressed in this Communication and Consultation Plan, including:

- Meetings;
- Public Consultation Program;
- Agency and Interested/Affected Party Contacts;
- Regional Council/Senior Staff Briefings and Presentation; and,
- Issues Management.

1.2 Purpose and Approach

Given the nature of this project, the Class EA will proceed as a **Schedule C** undertaking in accordance with the requirements of the Municipal Class Environmental Assessment process, prepared by the Municipal Engineers Association (October 2000, as amended in 2007, 2011 and 2015). The Class EA process includes public and review agency consultation, evaluation of alternatives, impact assessment of proposed alternatives, and identification of measures to mitigate adverse impacts. **Schedule C** projects must satisfy all five phases of the Class EA process. These projects have the potential for greater environmental impacts.

The purpose of the Communication and Consultation Plan is to provide a framework for providing and receiving input from stakeholders and other parties interested in the study. This plan will provide guidance for all aspects of the communication and public consultation process for the study including all areas where coordination with other project teams is required.

In planning the communication and consultation program, the overall approach is to:

- Meet the public and agency notification and consultation requirements for Phases 1 through 5 of the MEA Municipal Class EA (October 2000, as amended in 2007, 2011 and 2015);
- Build on past communication protocols and consultation plans from previous Class EA and municipal planning initiatives the Region has undertaken to ensure consistency and continuity; and,
- Complete additional tasks to enhance the proposed consultation program and overall Class EA process, as needed throughout the study.

1.3 Goals and Objectives of the Communication and Consultation Plan

Effective consultation with government agencies, conservation authorities, Aboriginal groups, utilities, community groups and other stakeholders will be vital to the success of this study. Thus, a primary goal and objective of this plan is to ensure meaningful consultation and encourage two-way communication with the community, regulatory agencies and Region staff. A considerable number of stakeholder meetings will be held from the early outset of the study as they will be effective for addressing specific concerns.

Methods outlined in this plan are intended to:

- Present clear and concise information to stakeholders at key stages in the study process;
- Meet MEA Class EA consultation requirements;
- Solicit community, regulatory agency and Region staff input;
- Ensure that factual information is provided to interested and affected stakeholders as soon as reasonably possible; and,
- Make contact with external agencies to obtain legislative or regulatory approvals, or to collect pertinent technical information.

More specifically, the communication and consultation plan will:

- Provide outline of meetings, presentations and Public Information Centres;
- Provide details of the public consultation plan;
- Provide an outline of all study documentation required, including notifications, contact lists, comment and response tracking, project website and a correspondence summary;
- Provide details on how and when external agencies will be able to be involved in the study; and,
- Provide details for Aboriginal consultation as required.

Clear and effective communication, coordination and cooperation with all stakeholders will start at the earliest stages and continue throughout. Different methods will be used to ensure effective and efficient two-way communication including public Notices (with full contact information and invitations to participate), direct mailings, informative website content, promotional material, and information packages distributed at the Public Information Centres (PICs).

2 Communication Plan

2.1 Pre-Class EA Study Commencement

Prior to the formal start of the Class EA Study process, the project team will undertake pre-study consultation with Regional staff and select external stakeholders in order to solicit early input and to explore feasibility/viability of alternative servicing strategies. This early coordination and consultation will be documented and included in the final Environmental Study Report (ESR). The pre-study consultation will be an important stage in the alternative strategy, project alignment and site screening process and will ensure only viable solutions move forward to be further reviewed. Key pre-study stakeholders include Credit Valley Conservation, Toronto and Region Conservation Authority, City of Mississauga and the Ministry of Transportation.

2.2 Class EA Study

2.2.1 Study Mailing List

Any and all relevant agencies, stakeholders and interested parties will be included in the study contact list. A list of relevant review agencies and interested and affected parties has been prepared for this study based on the RFP, the consultant's project team knowledge of the study area, and information provided by the Region. The list includes provincial ministries and agencies, municipal departments and agencies, utilities, emergency services, Aboriginal groups and other special interest groups.

Throughout the Class EA process, the list will be revised, as appropriate, to reflect those agencies or parties who wish no further involvement in the study as well as those new agencies/parties who wish to be added to the mailing list. In this manner, the study contact mailing list will constantly be updated to ensure that all possible effort is made to include all interested agencies/parties throughout the EA process.

2.2.2 Study Notifications

Public Notices for this study will be distributed starting in early 2015, prior to each Public Information Centre, and at study completion. Prior to issuing the public Notice of Commencement, the project team will meet with the internal group as well as key external stakeholders and utilities, as required.

2.2.3 Notice of Study Commencement and PIC No. 1

A combined Notice of Study Commencement and PIC #1 will be issued in early 2015. Once approved, the Region will publish the Notice of Study Commencement in the local newspapers and the project website.

Region of Peel and GM BluePlan contacts will be provided in the Notice, from whom interested parties can obtain additional information or request that they be added to the Study Mailing List.

The Notice will be published in the *Mississauga News*, as it is anticipated that the study area will be limited to the City of Mississauga.

In addition to the newspaper Notices, the GM BluePlan Team will prepare a Notice in letter format and mail to the established list of stakeholders. The GM BluePlan Team will follow-up with select agencies in either person or by mail, e-mail or phone to facilitate the collection of information relevant to the study. The GM BluePlan Team will maintain a file of all correspondence sent and received. This documentation will be included in the appendices of the final Environmental Study Report (ESR). The protocol for the Notice of Study Commencement will be as follows:

- GM BluePlan Team to prepare and provide the Region with Notice
- Region to organize and place Notice in the papers
- GM BluePlan Team to prepare and mail letter format Notice to external stakeholders
- Region to distribute Notice to internal stakeholders
- GM BluePlan Team to prepare and maintain a Comment Tracking Sheet
- In coordination with the Region, the GM BluePlan Team will prepare any required written responses to questions and issues

The study will take an integrated project approach with Notices and PICs to ensure that the strategy and its project components and their relationship are clearly communicated to stakeholders.

2.2.4 Notices of Public Information Centres No. 2 and 3

The GM BluePlan Team will prepare a Notice for each of the Public Information Centres. The Region will review the notices and upon approval will coordinate the printing of the Notices in the local newspapers. The Notices will be advertised in the *Mississauga News* and will also be posted on the study website.

The Notices will be issued two weeks in advance of the corresponding PIC. In addition to the newspaper Notices, the GM BluePlan Team will prepare a Notice in letter format and mail to the established list of stakeholders. The protocol for the Notice of PIC will be as follows:

- GM BluePlan Team to prepare and provide the Region with Notices
- Region to organize and place Notices in the papers
- Region to use available social media accounts to inform the public of PICs where possible
- GM BluePlan Team to prepare and mail letter format Notices to external stakeholders
- Region to distribute Notices to internal stakeholders
- Region to distribute Notices to local residents and businesses within study area
- GM BluePlan Team to provide letter correspondence to property owners upon identification of property and easement requirements
- GM BluePlan Team to prepare and maintain a Comment Tracking Sheet
- In coordination with the Region, the GM BluePlan Team will prepare any required written responses to questions and issues

Prior to PIC #2, promotional material will be sent out to residents and businesses adjacent to the potential alignments in order to notify them of the study and invited them to attend PIC #2. This is to inform and provide sufficient notification to the local community that could potentially be impacted by the study. The protocol for the promotional material will be as follows:

- GM BluePlan Team to provide a list of feasible promotional materials to choose from
- Region to review options and select preferred promotional material
- GM BluePlan Team to design and provide the Region with the promotional material for review
- Region to review draft of promotional material and provide final approval for printing
- GM BluePlan Team to organize and mail out the promotional material

2.2.5 Notice of Study Completion

Once the study has been finalized, a Notice of Study Completion will be prepared. The purpose of this Notice is to announce the study's completion and begin the minimum 30 day public review period for the final ESR. Hard copies of the final report will be filed at agreed public facilities. Electronic copies of the ESR and supporting appendices will also be made available on the project website.

As with all the Notices, the Notice of Study Completion will be advertised in the *Mississauga News*.

The protocol for the Notice of Study Completion will be as follows:

- GM BluePlan Team to prepare and provide the Region with Notice
- Region to organize and place Notice in the papers
- GM BluePlan Team to prepare and mail letter format Notices to external stakeholders
- Region to distribute Notices/Notifications to internal stakeholders
- GM BluePlan Team to prepare and maintain a Comment Tracking Sheet
- In coordination with the Region, GM BluePlan to prepare any required written responses to questions and issues

3 Consultation Plan

3.1 Public Information Centres

Due to the Region-wide impact of this Class EA study, the complete diversion strategy, including any and all related projects will be addressed at each PIC throughout the process.

3.1.1 PIC No. 1, 2 and 3

Three PICs are planned for the study at the following key EA decision-making points:

PIC No. 1 – The first PIC is intended to introduce the study and study area, background, and opportunities and constraints. It will also present preliminary alternative ideas and concepts as well as the criteria that will be used during evaluation.

This PIC will satisfy Phase 1 of the Class EA process.

PIC No. 2 – The second PIC is intended to present the evaluation of the alternative alignments and sites (dependent on preferred servicing strategy), as well as present the preliminary preferred solution.

This PIC will satisfy Phase 2 of the Class EA process.

PIC No. 3 – The final PIC is intended to present the conceptual design alternatives for the preferred solution, as well as the pre-design and implementation plan for the study components.

This PIC will satisfy Phase 3/4 of the Class EA process.

All PICs will be located at a venue(s) within or within close proximity to the study area and confirmed with the Region and will follow an “Open House” format with display boards presenting the study information.

For all PICs, the GM BluePlan Team will:

- Prepare Notice of PIC for the Region to advertise in local newspapers;
- Prepare all coloured displays, information hand out packages, sign-in sheets and comment forms;
- Provide final displays and hand out package in PDF format to the Region in advance of each PIC for posting on the study’s website;
- Provide professional staff and facilitate each consultation event;
- Prepare draft responses to written comments/concerns received for Region review;
- Issue approved response letters; and,
- Update the study contact list throughout the study process as required.

3.2 Regional Staff Input

3.2.1 Regional Technical Meetings

Representatives of relevant departments will be invited to participate in these Regional technical meetings. The GM BluePlan Team will present study findings and solicit technical input during each meeting, as well as prepare and distribute meeting agendas and minutes.

3.2.2 Councillor Briefings

Due to the scale of the proposed project, GM BluePlan will hold a pre-PIC #1 drop-in session to introduce the study update and address any questions from Councillors.

For subsequent PICs and at key points in the study, briefing notes will be prepared and issued to Councillors to ensure they are aware of progress made on the study and address any concerns raised by their constituents. Opportunities to meet one-on-one will be made available to Councillors whose wards encompass the study area.

3.3 External Stakeholders

3.3.1 Conservation Authorities

There are two local conservation authorities within the study area: Toronto and Region Conservation Authority (TRCA) and the Credit River Conservation (CVC). Given the location of the East Trunk and West Trunk Sewers, there will be a need for the diversion alignment to cross through CVC and TRCA jurisdictions. As such, they will be key stakeholders and will be actively engaged throughout the study process. They will have particular interest in this study as potential alignments and pumping station / shaft sites may be located within or in close proximity to regulation limits. The work plan includes a series of workshops, meetings and discussions with Conservation Authority staff throughout the study process. This close collaboration will ensure a cohesive stakeholder advisory team.

3.3.2 Local Municipalities

The City of Mississauga will be a key stakeholder in this study and will be consulted throughout the process. A number of staff across several departments will need to be engaged including transit, environmental services, community services, policy planning, transportation asset management, development engineering, park planning, and heritage section. The work plan includes a series of workshops, meetings and discussions with City staff throughout the study process. This close collaboration will ensure a cohesive stakeholder advisory team.

The City of Brampton was notified of the study during Notice of Commencement. As the conceptual study area was refined within the limits of the City of Mississauga only, the stakeholder list was reduced to only select City of Brampton staff.

3.3.3 Ministries

A number of provincial and federal ministries will receive notification throughout the study process. Some of the Ministries include:

Federal:

- Environment and Climate Change Canada (ECCC)
- Indigenous and Northern Affairs Canada (INAC)

Provincial:

- Ministry of the Environment and Climate Change (MOECC)
- Ministry of Transportation (MTO)
- Ministry of Natural Resources and Forestry (MNRF)
- Ministry of Indigenous Relations and Reconciliation (MIRR)

Given the location of the East and West Trunk Sewers, there will be a need for the diversion alignment to cross major highways and consider the location of supporting structures as well as setback requirements. As such, MTO will be a key stakeholder in this study, as they will need to review and provide approval for the ultimate selection of alignments and sites. Similar to the City of Mississauga and Conservation Authorities, the project team will meet with MTO staff through a series of workshops and meetings to ensure close collaboration and a cohesive stakeholder advisory team.

The extent of consultation with other government agencies will be dependent on the findings and recommendations of the baseline desktop and field studies.

3.3.4 Aboriginal Groups

With respect to Aboriginal consultation, the study will build off existing methods and protocol that the Region has used in past studies and provide awareness, understanding and opportunities for input into the study.

Aboriginal groups for the EA consultation were identified using the Government of Canada's web-based, geographic information system called the Aboriginal and Treaty Rights Information System (ATRIS).

The ATRIS search boundary encompassed the study area and surrounding region, as shown in purple in the map on the right.



The ATRIS search resulted in the following 26 Aboriginal groups being identified:

1. Haudenosaunee Confederacy
2. Kawartha Nishnawbe First Nation
3. Mississaugas of the New Credit First Nation
4. Six Nations of the Grand River
5. Nation Huronne-Wendat
6. Credit River Metis Council
7. Anishinabek Nation (Union of Ontario Indians)
8. Sheguiandah
9. Bkejwanong Walpole Island First Nation
10. Chippewas of Nawash Unceded First Nation
11. Mississauga's of Scugog Island First Nation
12. Chippewas of Georgina Island
13. M'Chigeeng First Nation
14. Zhiibaahaasing First Nation
15. Beausoleil
16. Aundeck-Omni-Kaning
17. Mohawks of Akwesasne
18. Curve Lake
19. Hiawatha First Nation
20. Aamjiwnaang
21. Mohawks of the Bay of Quinte
22. Chippewas of Kettle and Stony Point
23. Saugeen
24. Chippewas of the Thames First Nation
25. Chippewas of Rama First Nation
26. Alderville First Nation

3.3.5 Utilities

Relevant utility companies will be contacted throughout the study to identify any potential conflicts with any existing or planned future infrastructure. The project team will work with the utility companies to identify any major utility infrastructure within the study area. However it is recognized that potential conflicts will be resolved during the detailed design stage.

3.3.6 Property Owners

Upon identification of potential property and easement requirements, the project team will reach out to individual property owners early in the decision-making process.

3.4 Public Documentation

A stand-alone document appended to the final ESR will summarize all public and agency documentation including notifications, meetings, workshops, PICs, comments and responses. The document will be made available for public review as part of the filing of the ESR at the conclusion of the study.

3.4.1 Issues Management Tracking

All the contact information will be contained in a database such that all comments received can be linked directly to it and stored easily and efficiently. Due to the size of this study, it is expected that multiple comments will be received so maintaining an organized structure will be essential. All comments will be initially directed to the Region's Project Manager via the website or newspaper Notices.

3.4.2 Study Website

The Region of Peel will be setting up a page on their corporate website for this Class EA study. This website will provide a space for any interested party to obtain information on the study, upcoming events, and contact information. This website will be maintained by Region staff and the Class EA team will provide content and materials for posting when required.

Enhanced Stakeholder Engagement Plan

Date: 6/30/2015 File: 714026
 To: Syeda Basira Banuri – Peel Region
 From: Chris Campbell, Laura Borowiec – GM BluePlan
 Project: East to West Wastewater Diversion Class EA
 Subject: Enhanced Stakeholder Engagement Plan & Update

TECHNICAL MEMO

1 Introduction

This memorandum is intended to support and be read in conjunction with the original Communication Plan, and provides further details on the consultation activities planned over the remainder of the East to West Wastewater Diversion Class Environmental Assessment (EA) study.

The stakeholder consultation that has been conducted to date has informed the public and key stakeholders (review agencies, conservation authorities and municipal staff) of the commencement of the study and of the first round of Public Information Centres in the Spring of 2015. Public and agency outreach has been in the form of letter correspondence (via mail and email), notices in the local newspaper and website information.

With the first Public Information Centre (PIC #1) completed and the project moving forward to selecting a preferred alignment and site(s), we are proposing to enhance the original Communication and Consultation Plan in order to achieve the following Public Consultation objectives:

- Increase outreach to a broader audience (Inclusive)
- Provide multiple methods for providing meaningful input (Diverse)
- Offer early opportunities for participation before decisions are made (Timely)
- Comprehensively track all consultation activities and dialogue to ensure that all comments and issues are addressed (Transparent)

In order to achieve the above objectives, the project team has developed an Enhanced Stakeholder Engagement Plan that identifies key stakeholders, points of outreach, methods of planned communication, and the steps (timeline) required to achieve the project's consultation objectives. This memorandum summarizes the proposed Enhanced Stakeholder Engagement Plan.

This memorandum has been organized as follows:

1. Introduction
2. Focus Study Area
3. Key Stakeholder Groups
4. Proposed Methods of Communication and Consultation
5. Summary of Enhanced Stakeholder Engagement Plan

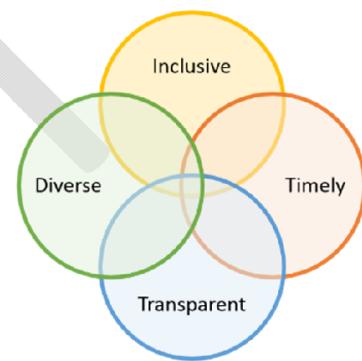
Appendices

Appendix A – Neighbouring Properties and Land Uses within Focus Study Area

Appendix B – Updated Contact List

Appendix C – Updated Schedule

Appendix D – Prototypes of Promotional Material and Unit Costs



2 Focus Study Area

The first round of PICs presented the process of generating diversion ideas, their evolution into a long list of diversion concepts and their subsequent screening to a short list of concept alternatives. At this time, the study has identified a preferred diversion concept that is based on a gravity sewer diversion. Based on the gravity concept, there is an area of greater focus within the original study area. The focus study area is shown in the figure below.

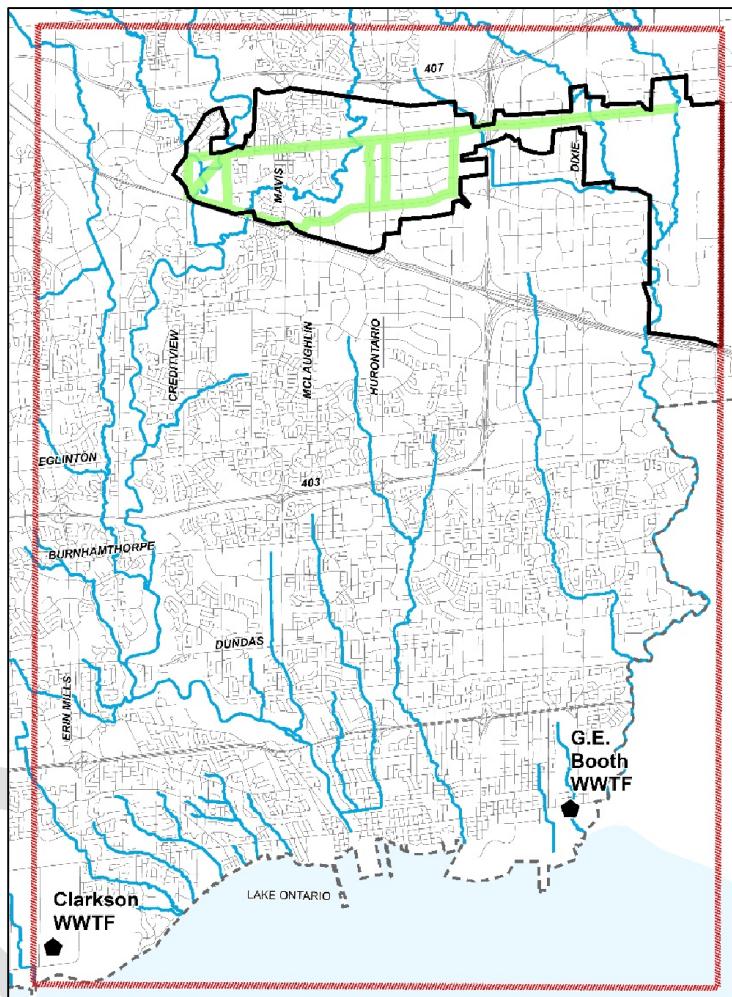


Figure 1. Focus Study Area

2.1 Existing Land Use within Focus Study Area

The existing land uses within the Focus Study Area were examined in order to identify the properties that could potentially be impacted by the construction of the gravity sewer. A detailed map of the land uses within the Focus Study Area is shown in Appendix A and a summary of the land use breakdown is provided in Table 1. As seen in the map, residential areas are largely situated west of Hurontario Street, north and south of Old Derry Road, while industrial and commercial properties are predominant in the central and eastern sections of the Focus Study Area. It should be noted that the large green ‘Special Purpose’ area to the east around Bramalea Road is Pearson International Airport.

The dark black outline represents the potential notification area for future planned consultation. Depending on the delineation of this area, the number of residential properties ranges between approximately 900 and 5,900. Similarly, the number of industrial and commercial properties (I/C) could range based on the delineation, but based on parcel count I/C land use does not amount to much. However, given that multiple units can exist on a single I/C parcel, further coordination with the Region will be required to determine a better I/C count estimate for notification purposes.

Table 1. Land Use Breakdown within Focus Study Area

Land Use Category	Limited Area	Extended Area
RESIDENTIAL	914	5883
INDUSTRIAL	95	235
COMMERCIAL	38	51
INSTITUTIONAL	5	8
GOVERNMENT	1	1
SPECIAL PURPOSE	12	14
AGRICULTURAL	4	8
VACANT	88	636
Grand Total	1171	6864

3 Key Stakeholder Groups

The following section summarizes the key stakeholders within the focus study area and includes:

- Local Community (residents, businesses and schools)
- Conservation Authorities
- Local Municipalities
- Aboriginal Communities
- Government Agencies

Appendix B provides an updated Contact List.

3.1 Residents

Up until this point, no residents have submitted any formal comments/input into the study. However, as the project progresses to identify specific alternative alignments and shaft site(s), it is anticipated that interest in the study will increase. As such, it is important to ensure that potentially affected residents, particularly property owners whose properties abut the preliminary preferred alignments/sites are well informed and offered adequate opportunity to provide comment.

3.2 Businesses

The Focus Study Area contains a combination of industrial, commercial and a few institutional (school) properties nestled in the community west of McLaughlin Road. The number of businesses within the Focus Study Area will need to be confirmed with support of the Region upon confirmation of the notification area.

3.3 Schools

While district school board representatives are already included in the study's contact list, we will need to reach out to heads of specific schools in close proximity to the potential sewer alignment. We have done a scan of the nearby schools and they include the following:

- | | |
|--|---|
| • Mississauga Secondary School | 550 Courtneypark Drive West, Mississauga |
| • St. Marcellinus Secondary School | 730 Courtneypark Drive West, Mississauga |
| • Meadowvale Village Public School | 890 Old Derry Road West, Mississauga |
| • Rotherglen School | 929 Old Derry Road, Mississauga |
| • David Leeder Middle School | 6900 Gooderham Estates Boulevard, Mississauga |
| • St. Veronica Elementary School | 680 Novo Star Drive, Mississauga |
| • St. Julia Catholic Elementary School | 6770 Historic Trail, Mississauga |

3.4 Aboriginal Communities

With respect to consultation with Aboriginal groups (First Nations and Métis communities), the study will build off existing methods and protocol that the Region has used in past studies in order to provide awareness, and understanding and opportunity for input into the study. A list of Aboriginal groups pertinent to the study area was identified through a web-based, geographic information system called the Aboriginal and Treaty Rights Information System (ATRIS). This list includes the following Aboriginal groups:

1. Mississaugas of the New Credit First Nation
2. Six Nations of the Grand River
3. Sheguiandah
4. Walpole Island
5. Chippewas of Nawash First Nation
6. Mississauga's of Scugog Island First Nation
7. Chippewas of Georgina Island
8. M'Chigeeng First Nation
9. Zhiibaahaasing First Nation
10. Beausoleil
11. Aundeck-Omni-Kaning
12. Mohawks of Akwesasne
13. Curve Lake
14. Hiawatha First Nation
15. Aamjiwnaang
16. Mohawks of the Bay of Quinte
17. Chippewas of Kettle and Stony Point
18. Saugeen
19. Chippewas of the Thames First Nation
20. Chippewas of Rama First Nation
21. Alderville First Nation

The Aboriginal Relations and Ministry Partnerships Division is also being consulted to help identify the appropriate contacts based on the study area; no response has yet been received. As such, we will place follow up calls to Band Chiefs and consultation staff to ensure that the First Nations and Metis groups are provided adequate opportunity to provide input.

4 Proposed Methods Communication and Consultation

Negative public response is often driven by misinformation or a perception of long-term disruption and inconvenience. Therefore we will endeavour to provide as much information as possible about the aspects of the project that are most likely to affect the public such as construction methods, staging and timing. We will ‘make the complex, simple’, and respond quickly to correct misconceptions and misinformation. A variety of methods will be used to communicate about and consult on at various points in the study.

An Updated Project Schedule highlighting the consultation activities included as part of this Enhanced Stakeholder Engagement Plan is provided in Appendix C. The communication methods that are being proposed for the various stages of the study are described in the following sections.

4.1 Information Via Print Material

Public Information about the study via print material will be developed and issued at key milestones of the study process. In order to achieve this, we propose to:

- Utilize GIS-based information to identify the properties that abut the proposed alignment/sites. We will provide the list of abutting properties to the Region to obtain the mailing addresses of the property owners we plan to target in our communications strategy.
- Create a project newsletter providing brief updates to the project’s progress that will be made publicly available via the Region’s project website approximately every 6-8 weeks for the remainder of the Class EA study. This

information will also be mailed/e-mailed to the appropriate Councillors and key agency stakeholders (included in the study's contact list) that are engaged in the consultation process and will take the place of interim correspondence letter updates to those included in the Contact List.

- Reach out to 'neighbouring residents' with information about the study via a one-time mail-out or hand-delivered promotional material. This promotional material will contain highlights of the study, key public consultation dates/timelines, and more importantly the website link for further information and public participation. The promotional material will be visually appealing and branded with support of the Region to feature a 'Made in Peel' look that is consistent with the Region's brand and reputation. Where possible, it will also serve a dual purpose to increase the "usefulness" of the product thereby increasing the chances of it becoming a household "keeper". Sample promotional material is provided in Appendix D. Ideas for this type of media include:
 - promotional "invitation" cards;
 - promotional bookmarks; and,
 - promotional calendar tents (with dual-purpose kitchen conversion chart / emergency numbers / calendar).
- Issue letter correspondence to Aboriginal Groups identified through the ATRIS search. All other 'letter' correspondence to individuals in the Contact List will be replaced by project newsletters, with the exception of the Notice of Completion, which will remain to be mailed to all in the Contact List.
- Continue to advertise PIC#2, PIC#3 and the Notice of Completion in the local newspapers: The Mississauga News and the Brampton Guardian.

4.2 Online Communication

Online communication will become a primary tool in our Enhanced Stakeholder Engagement plan as it has the ability to reach and engage a large and diverse group of people. The project website, which is already up and running, will serve as an information hub and will frequently be updated as the study progresses. As part of the online communications strategy, we will:

- Set up a general comment form that will be posted to the project website allowing interested parties to submit comments at any time throughout the study;
- Post all project newsletters as they become available. There will be a minimum of six (6) issues of the newsletter containing content limited to 1-2 pages, written in simple language and visually appealing graphic illustrations to retain reader attention;
- Formulate questions and post a public survey/questionnaire to the project website allowing interested parties to provide meaningful input at specific stages in the study process (e.g. prior to and following PIC#2 and PIC#3). Questions will need to be formulated as the project progresses and further details become available;
- Host webcasts of PIC#2 and PIC#3 in order to provide the opportunity to interested parties who cannot attend in person to participate online. A presentation will be held at each PIC at a set time and will be cast live via the web. Online participants will be asked to provide sign-in information just as with in-person attendees to understand the stakeholder demographics. Following the scheduled presentation, in-person and online attendees will be provided the opportunity to provide 'live' questions/comments via a Question and Answer period. It is anticipated that these live webcasts will increase public turn out by removing barriers to individuals who are unable to travel.

4.3 Public and Agency Stakeholder Meetings

With respect to review agencies, the original communications plan remains the same. At this stage, we will continue to correspond and meet directly with key agency stakeholders such as the Credit Valley Conservation (CVC), Toronto and Region Conservation Authority (TRCA) and City of Mississauga via one-on-one meetings to address specific concerns. The full list of agency stakeholders and main points of contacts are highlighted in the Updated Contact List provided in Appendix B.

4.3.1 Credit Valley Conservation

Given the proximity to CVC jurisdiction (Credit River and Fletcher's Creek) and specifically its head office on Old Derry Road, CVC is considered a primary stakeholder who we will need to consult with at various points in the study, and especially leading up to PIC#2. CVC input will be sought throughout the study and prior to PIC#2 in reviewing the evaluation criteria, evaluation process and selection of the study's preferred solution.

4.3.2 Toronto and Region Conservation Authority

Given the proximity to TRCA jurisdiction (Etobicoke Creek and Spring Creek), TRCA is also considered a primary stakeholder who we will need to consult with at various points in the study, and especially leading up to PIC#2. TRCA input will be sought throughout the study and prior to PIC#2 in reviewing the evaluation criteria, evaluation process and selection of the study's preferred solution.

4.3.3 City of Mississauga

Given the location of the short listed gravity sewer alignments and shaft sites, the City of Mississauga is considered a primary local municipal stakeholder. Meetings will continue to be scheduled with the City's main point of contact for this study. Discussion items with the City will focus on evaluating alternative alignments and shaft sites and impacts to existing property ownership, traffic/transit and land use.

4.3.4 Utilities and Rail

At present, the general feedback received from utilities has been that they would like to be notified of the preferred alignment and shaft sites before they provide detailed comments about any effect on their areas of interest. Given that **Enbridge Gas** services are directly located within the Focus Study Area along Derry Road/Old Derry Road, we will initiate direct communication with Enbridge in order to set up a one-on-one meeting. The purpose of this meeting will be to discuss potential conflicts, exchange as-built information on existing services, identify any major constraints that may affect the depth of installation and consider any other information that could feed into the evaluation. We will also engage **Hydro One** in a similar way given the presence of overhead power lines and support poles.

For the rest of the utilities and rail companies, we will:

- Provide the utilities and rail companies with preliminary plans showing alternative alignments and shaft sites (via email/mail);
- Continue to update the utilities and rail companies by issuing the project newsletters (via mail/e-mail);
- Provide sufficient time for the utilities and rail companies to provide comments via written communication; and,
- Coordinate any meetings as needed/requested.

4.3.5 Regional Councillors

All Councillors included in the Contact List (including the two noted above) will be sent mails/e-mails containing the project newsletter prior to it becoming publicly available on the Region's website. Providing the project newsletter in advance is intended to keep Councillors abreast on the progress of the study while also preparing them to answer any questions received directly from constituents.

A briefing note and a copy of the display material will also be circulated to all Councillors one (1) week in advance of PIC#2 and PIC#3.

4.3.6 Area Councillors

The two key Councillors serving the wards within the Focus Study Area are:

- **Carolyn Parrish of Ward 5**
- **George Carlson of Ward 11**

The above local Councillors will be invited to meet with the project team during the month of July 2015, prior to PIC#2 to review the evaluation process and selection of the study's preferred solution. We will also discuss the need for further meetings with any relevant resident focus groups.

4.3.7 Government Agencies

Provincial and Federal Ministries are included in the Contact List and will continue to be informed throughout the study process via the project newsletters. The Contact List includes:

- Ontario Ministry of the Environment and Climate Change (MOECC)
- Ministry of Aboriginal Affairs (MAA)
- Ministry of Natural Resources and Forestry (MNRF)
- Ministry of Transportation (MTO)
- Ontario Ministry of Tourism, Culture and Sport (MTC)
- Ontario Ministry of Municipal Affairs and Housing (MMAH)
- Ministry of Economic Development, Employment & Infrastructure

As a project team, we will be meeting in-person with the following ministries on various technical subject matter:

- MTO: To discuss alternative crossings of major roads (Hwy 410 / Hwy 401), alternative sewer alignments, setback requirements and alternative shaft site locations;
- MNRF: On matters related to screening for Species at Risk and other environmental concerns; and,
- MTC: On matters relating to archaeological and heritage confirmation (to be determined).

4.3.8 Public Information Centres

The second and third round of PICs will tentatively take place in October 2015 and February 2016, respectively. PIC#2 will present the Phase 1 and 2 components of the project. It will include the alternative alignments for the gravity sewer diversion and will walk the public through the alternative development and evaluation process, as well as present the preliminary preferred gravity sewer alignment and shaft sites. PIC#3 will focus on the detailed Schedule C evaluation of the alternative design concepts for the preferred solution and will provide additional supporting environmental, technical, financial, legal/jurisdictional and social impacts and mitigation measures considered as part of the evaluation process.

5 Summary of Enhanced Stakeholder Engagement Plan

This section summarizes the proposed Enhanced Stakeholder Engagement Plan, highlighting the separate components, target stakeholder groups and target milestone dates to keep the study on schedule. Table 2 below provides a summary.

Table 2. Summary of Consultation Methods & Milestone Dates

Method	Description	Target Stakeholder Group	Target Issue Date / Stage / Purpose	
Print Material	Project Newsletter	Mailing List Contacts	31-Jul-15	Issue No. 1 (Intro)
			29-Sep-15	Issue No. 2 (pre-PIC#2)
			27-Nov-15	Issue No. 3 (post-PIC#2 & update)
			26-Jan-16	Issue No. 4 (pre-PIC#3)
			28-Mar-16	Issue No. 5 (post-PIC#3 & update)
			27-May-16	Issue No. 6 (pre-completion)
	Promotional Cards	Community Residents	25-Aug-15	(pre-PIC#2)
	Letter Correspondence (Mailout / Email)	Mailing List Contacts	10-Apr-15	(NOC & pre-PIC#1) – completed
			24-Jun-16	(Notice of Completion)
		Aboriginal Groups	09-Jul-15 14-Sep-15	(as required)

Method	Description	Target Stakeholder Group	Target Issue Date / Stage / Purpose	
	Notices in Local Newspapers (Brampton Guardian & Mississauga News)	All Interested Parties (Public)	10-Apr-15	(NOC & pre-PC#1) – completed
			29-Sep-15	(pre-PIC#2)
			26-Jan-16	(pre-PIC#3)
			24-Jun-16	(Completion)
Online Communication	Project Website (Information Hub)	All Interested Parties (Public)	31-Jul-15	Webpage Update #1
			29-Sep-15	Webpage Update #2 (pre-PIC#2)
			27-Nov-15	Webpage Update #3 (post-PIC#2)
			26-Jan-16	Webpage Update #4 (pre-PIC#3)
			28-Mar-16	Webpage Update #5 (post-PIC#3)
			27-May-16	Webpage Update #6 (pre-completion)
	PIC Webcasts	All Interested Parties (Public)	14-Oct-15	PIC#2
			23-Feb-15	PIC#3
	General Comment Form	All Interested Parties (Public)	10-Jul-15	Feedback software (pre-PIC#2)
	Survey/Questionnaire (specific questions)	All Interested Parties (Public)	7-Sep-15	Feedback software (pre-PIC#2)
Public and Agency Stakeholder Meetings	Public Information Centres	All Interested Parties (Public)	29-Apr-15	PIC#1 – completed
			5-May-15	
			14-Oct-15	PIC#2 (tentative)
	Councillor Briefings	Area Councillors	23-Feb-16	PIC#3 (tentative)
			July 2015	Review evaluation and selection of preferred alignment and shaft sites. Confirm need to meet with specific resident focus groups (pre-PIC#2).
		Regional Councillors	22-Apr-15	(pre-PIC#1 briefing & email main boards) - completed
			7-Oct-15	(pre-PIC#2 briefing & email main boards)
			16-Feb-16	(pre-PIC#3 briefing & email main boards)
	Conservation Authorities	CVC - Post-PIC#1 & Update	11-Jun-15	Alternative alignments, potential shaft sites and setback requirements.
		TRCA - Post-PIC#1 & Update	25-Jun-15	Alternative alignments, potential shaft sites, setback requirements, connection points with respect to floodplain
		CVC - Enviro/Ecol Consult	25-Jun-15	Follow-up to June 11 th meeting: <ul style="list-style-type: none">• Discuss concept evaluation tables & preliminary results• Prepare alternatives evaluation criteria• Agree next steps and points of contact• Site visit
		TRCA - Enviro/Ecol Consult	July 2015	Provide concept evaluation and follow up meeting as required
		CVC - Pre-PIC#2 & Update	17-Sep-15	Discuss preliminary preferred
		TRCA - Pre-PIC#2 & Update	24-Sep-15	Discuss preliminary preferred
	Government Agencies	MTO - Update	2-Jul-15	Alternative alignments, potential shaft sites and setback requirements
		MTO - pre-PIC#2	16-Sep-15	Discuss preliminary preferred alignment and shaft sites
	Local Municipalities	CoM – Siting, Alternatives & Transit	12-Aug-15	Project update, discuss alternatives evaluation, siting, alignments and transit
		CoM - pre-PIC#2	30-Sep-15	Discuss preliminary preferred alignment and shaft sites

Method	Description	Target Stakeholder Group	Target Issue Date / Stage / Purpose	
Utilities and Rail Companies		Hydro One & Enbridge	July 2015	Meeting to discuss overall project, preliminary preferred alignment and shaft sites and review as-built drawings.
		CPR / CNR / Rogers / Bell	July 2015	Provide written request for information / as built drawings, follow up with meeting(s) in August as required.

The above consultation milestone dates are also provided in the updated Project Schedule provided in Appendix C. A simplified timeline showing the sequence of consultation activities and highlighting the 'enhanced consultation methods' is provided in Figure 2 below.

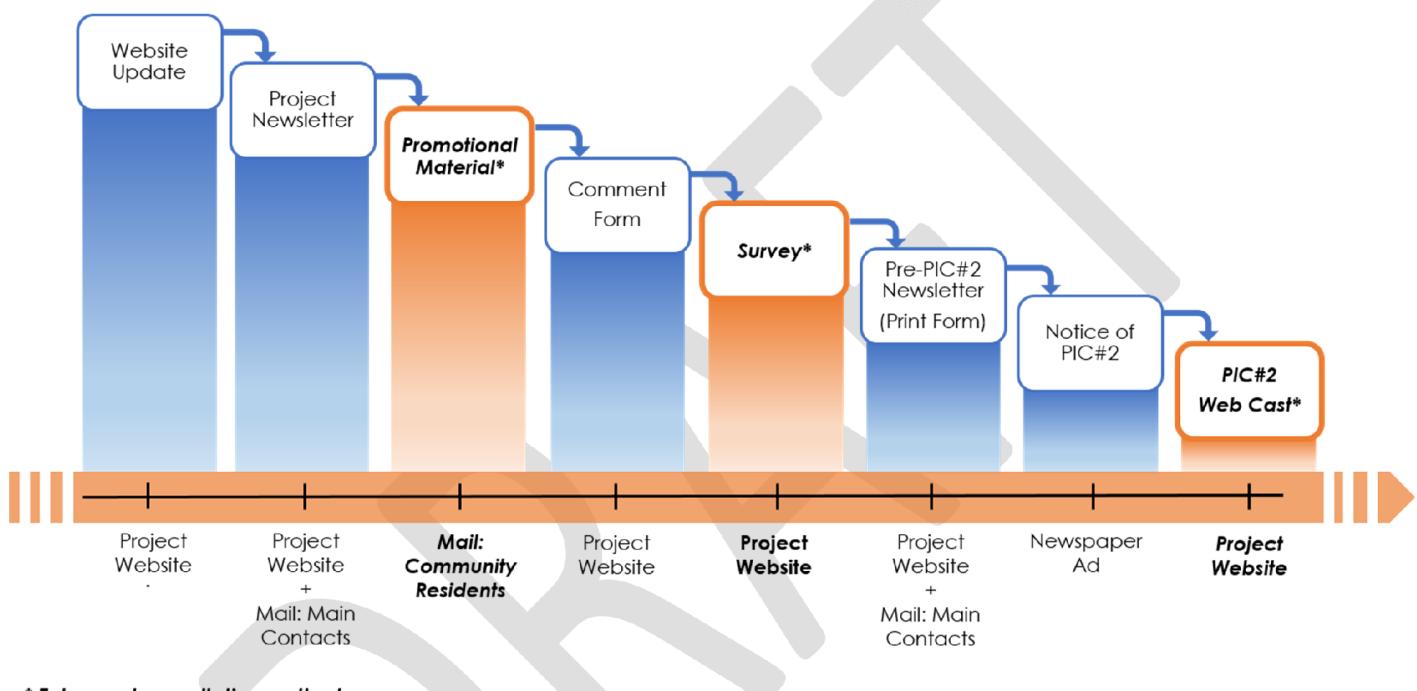


Figure 2. Enhanced Stakeholder Engagement Plan and Timeline

LEGEN

Region of Peel	
GM BluePlan	
Golder	
x	Tentative Task/Meeting Dates
x	Confirmed Task/Meeting Dates
	Completed Tasks/Meetings

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