



Memorandum

November 19, 2019

MEMO TO: Mayor and Members of Council

COPY TO: Executive Leadership Team

FROM: Kelvin Kwan
Commissioner
Planning and Regulatory Services

SUBJECT: Official Plan Update – Consultation

This Memorandum is supplementary to [Staff Report SRPRS.19.053](#), which sought Council endorsements to proceed with the City's Official Plan Update. At the October 16, 2019 Council Meeting, Council deferred making a decision with respect to the recommendations to sole source [LURA Consulting](#) to assist City Staff in the public engagement component of the Official Plan Update.

As noted in the report, staff recommend commencing our Official Plan update expeditiously, not only to be able to be in a position to resolve the Yonge and Bernard Key Development Area Secondary Plan, which will be before the Local Planning Appeal Tribunal in June 2020, but also to better align the Official Plan with the City's vision for long term development overall.

A major requirement of undertaking such an update is consulting with Council, the Region, other government agencies, land owners, developers, businesses, the Indigenous community, and the general public, among others.

As illustrated in the figure in Attachment 1, this consultation requires significant co-ordination with other studies and plans that are presently underway at the City. Collectively, this work (which includes research, analysis, and different levels of stakeholder engagement) will inform the updates to the Official Plan.

This multi-pronged consultation process requires a dedicated team to prepare and execute a comprehensive engagement strategy. The Engagement Strategy will include: informative and user friendly information available in hand outs, presentations, and on the City's website; meaningful on-line surveys; engaging open houses; productive workshops/charrettes; effective stakeholder meetings; and a fulsome, objective report back of "what we heard" from the consultation process. All of these methods of consultation will ultimately inform the drafting of changes to the Official Plan.

After researching several engagement consultants that specialize in land use planning, City staff concluded that LURA Consulting have the experience, skills and tools necessary to be a partner with planning and communications staff to deliver the needed engagement component of the Official Plan Update.

Proposed Consultant and City Staff Roles and Responsibilities

As noted in the staff report and the Terms of Reference, LURA consulting is expected to work with the City's Communications Team as well as the PRS Policy Team in order to develop and deliver the consultation plan for the Official Plan Update. City Policy staff will be involved in drafting content for a variety of engagement products and events, while LURA will ensure that the content is digestible for the target audiences and will solicit the feedback City staff and Council will need to formulate policy and make decisions.

The City's Communication Team will ensure that the OP Update engagement events are co-ordinated with other City activities and events, that final products meet City standards, and will also help to promote the Official Plan Update project, activities and events across the City.

LURA Consulting's role would be to:

- Act as the "engagement architect" and collaborate with planning staff to co-deliver engagement
- Bring creativity and innovation to engagement process design and use of engagement tools (both face-to-face and online)
- Apply their expertise using online engagement platforms, helping to broaden the conversation beyond those who typically attend consultation meetings
- Help ensure "plain language" dialogue and feedback to inform the OP Review
- Provide third-party facilitation of public meetings/consultation events, providing the setting for constructive dialogue and stakeholder input; and enabling planning staff to focus on presenting planning "content",
- Provide third-party reporting on large amounts of feedback to help inform the OP Review and policy development, closing the feedback loop with stakeholders on "what we heard"

Staff will greatly benefit from the expertise and experience of the LURA team throughout the Official Plan Update process. This will free up policy staff time to undertake work that is essential to the Update. This work includes:

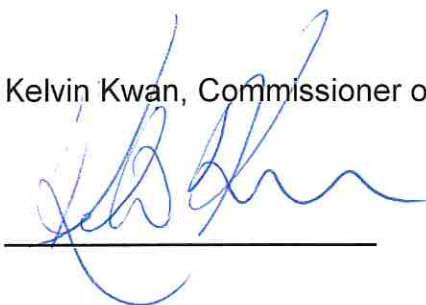
- preparing draft policy documents and staff reports, and
- leading meetings with the Council Task Force and technical staff from the City and relevant agencies.
- continuing to participate in the Region's Municipal Comprehensive Review Process, as well as
- undertaking technical analysis to ensure that the City's Official Plan implements all relevant changes to the Planning Act, Provincial Policy Statement, Provincial Plans, and the updated/new Regional Official Plan.
- finalizing the related projects and studies listed in Attachment 1, which will inform the update to the Official Plan.

Similarly, the City's Communications team will benefit from having the assistance of the engagement consultant to ensure that the City's other corporate communications needs are continuously met.

Based on the foregoing, staff continue to recommend utilising the services of LURA as noted in Recommendation (c) of staff report SRPRS.19.053, namely:

- c) That the contract for the provision of consultation services throughout the Official Plan update process, including consultation related to the Yonge and Bernard Secondary Plan, be awarded non-competitively to LURA Consulting for a cost not exceeding \$200,000 (exclusive of taxes) pursuant to Appendix "B" Part 2 (b) of the Procurement Policy By-law Number 113-16;**

Kelvin Kwan, Commissioner of Planning and Regulatory Services



ATTACHMENT 1: Project Co-ordination

