

# Public Consultation Strategy Report

## Terms of Reference

### 1. Description

The Public Consultation Strategy Report will have two components:

#### 1. The Strategy Document

The strategy will outline how a proponent proposes to reach and collect public input as part of their development application. All public consultation outcomes, whether initiated by the applicant or the City, will be documented and become part of the municipal record that informs Staff and Council's decision-making.

#### 2. The As-We-Heard Document

The As-We-Heard Document is an opportunity to provide transparency on an application. It is used to summarize the feedback received from the public and at times can also include the action taken by the applicant in response to the comments and concerns raised. The document should be focused on high-level themes or key issues and should be easily understood by the general public.

### 2. When Required

The Public Consultation Strategy Report can be requested for development applications for Site Plan Control, Zoning By-law amendment, Official Plan amendment.

The determination will be made using an internal intake process during Phase 1 and 2 of the pre-consultation process. The City's file lead, in consultation with the Business and Technical Support Services Manager (by circulating the application to [pdbpublicengagement@ottawa.ca](mailto:pdbpublicengagement@ottawa.ca)), will assess whether the file has significant public impact, is exceptional in nature or qualifies as a landmark building – then discuss with the applicant the best mechanism to conduct public engagement. The City may conduct additional public engagement as required. The Public Consultation Strategy Report should be reflective of the location, complexity, scale and nature of the proposal and may be prepared by the owner, the agent, the applicant, or a member of the applicant's consulting team.

The City encourages applicants to follow the recommended submission timeline for the materials listed below:

- The Strategy Document could be requested as part of Phase 1A or 1B of a pre-consultation application.

- The Strategy Document would then be required to be submitted as part of Phase 2 or Phase 3 of a pre-consultation application.
- The As-We-Heard Document would be submitted as part of Phase 3 of a pre-consultation application.

The above is beneficial to applicants as it builds in time to receive feedback on the Strategy Document before the consultation effort takes place. The option of submitting the Strategy and the As-We-Heard documents at the same time as part of pre-consultation Phase 3 is possible, but runs a higher possible risk of a second round of consultation should the submission be found deficient.

### 3. Contents

The Public Consultation Strategy Report will include the following:

#### 1. The Strategy Document:

Purpose of Consultation: What the applicant wishes to accomplish by engaging with the public with regard to the proposal. The strategy is intended to encourage the proponent in a pro-active manner to consider who the audience or “public” is and whose voice will be heard, evaluated and recorded as part of the development review process.

Key Messages: Key messages the applicant would like conveyed to the public during the consultation process with regard to the proposal.

Scope of Consultation – Area(s) of Impact: The applicant will identify the proposal’s geographic area of impact and explain why this area of impact was chosen. The geographic area of impact can be both local and citywide, depending on the proposal. Direct and indirect impacts should be considered in determining the area(s) of impact. The minimum geographic area of impact will be 120 metres around the proposal (being the prescribed minimum notice area in the *Planning Act*). The applicant will be encouraged to look beyond this minimum in considering impacts related to the scale and nature of the proposal.

Audience: The applicant will provide a demographic profile of the geographic area of impact and identify the target audience(s) to be consulted throughout the consultation period. The strategy will identify methods to reach different types of people and a demographic profile will assist with how best to identify, engage, and communicate with equity deserving populations and community groups. The collection of disaggregated data may be requested at the discretion of the Planner for the use of internal verification and due diligence.

List of Matters to be addressed: The applicant will identify a list of matters to be brought forward for discussion and consultation and propose strategies for

updating the list and reporting out on matters requiring follow-up and/or further resolution.

Communication: The applicant will prepare tools, methods and techniques for contacting and engaging the audience(s) including how the public consultation(s) will be advertised. The strategy should outline how the public will be informed with regard to major milestones (such as major revisions) related to the proposal.

## **2. As-We-Heard Document**

The applicant will provide a document summarizing all feedback received during the consultation process. This component will be provided to the City to form part of the final planning application submission and may be shared with the public. While providing a response to each comment received is not expected, a summary of the actions taken by the applicant as a result of the public input is required.

## **4. Process and Issue Tracking**

It is the responsibility of the applicant to conduct engagements and record feedback in accordance with their approved strategy.

At times and with agreement from the file lead and the manager of BTSS, the developer may request assistance with executing a public engagement strategy from the City.

The City may assist with the coordination and facilitation of a virtual public session with the applicant still being responsible for participating as required and tracking comments received and summarizing the results in an As We Heard It report (as described above).