



TOWN OF
**DIAMOND
VALLEY**

MUNICIPAL DEVELOPMENT PLAN

Communication and Engagement Plan:
Forging a Path Together.



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1 INTRODUCTION

1.1 PROJECT + PURPOSE

The Town of Diamond Valley is developing its first ever Municipal Development Plan (MDP). The MDP will shape how the newly unified Town, formed by the amalgamation of Black Diamond and Turner Valley, grows over the next 20+ years. This unification offers a unique chance to create a comprehensive plan that respects the distinct qualities of each former municipality while fostering a vibrant, cohesive community. The MDP will guide growth, integrate services, optimize resources, and set a framework to build a resilient future for the combined town. To craft the new MDP, community and stakeholder input is needed to help shape the policies that will guide growth in the town.

The purpose of this document is to outline the Communication and Engagement Plan (CEP) for the Town of Diamond Valley Municipal Development Plan project. The CEP's objective is to establish a strategy that will educate the public about the role of an MDP, and listen to and obtain insight from administration, stakeholders, decision makers, and the public during the development of the MDP to embed the community into the process. It also provides an outline of public participation methods and approaches that adhere to the Town's Public Participation Policy and Procedure, Policy # COUNCIL-002.

1.2 GOALS + OBJECTIVES

The goal of this Community Engagement Plan (CEP) is threefold: first, to generate interest in the project and enable ongoing stakeholder engagement, allowing the MDP to be shaped by local input. Second, to establish a framework for clear communication among the multidisciplinary team, Town administration, key external stakeholders, and review bodies. Third, to provide accurate information that supports the direction of the MDP and shapes the project narrative, minimizing the risk of misinformation and loss of public trust, in compliance with Policy 7.2 of the Public Participation Policy. Ultimately, the CEP aims to foster unity by promoting effective communication and collaboration, reducing delays, and building trust within the community as the two towns come together.

PROJECT OBJECTIVE:

To develop a comprehensive **Municipal Development Plan** that will set the framework for growth and development of the community, considering access to essential services, a focus on supporting the local economy through strategic land use, infrastructure development, and navigating the unique environmental considerations faced by the Town. The MDP will be developed with the involvement of residents and stakeholders to reflect the community's needs and aspirations.

**COMMUNICATION AND ENGAGEMENT
PLAN OBJECTIVES:**

MEASURES OF SUCCESS:

- | | |
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| <ul style="list-style-type: none"> ▪ To develop trust with the stakeholders by spending time educating and keeping them informed and responding quickly and transparently to inquiries. | <ul style="list-style-type: none"> ▪ Active participation by stakeholders in online or public engagement settings. ▪ Responding within three business days of all inquiries. Passing along inquiries to the proper personnel within one business day, if needed. |
| <ul style="list-style-type: none"> ▪ To provide ongoing education on why the Municipal Development Plan is being developed, its connection to the recent amalgamation/annexation, and the anticipated benefits it will bring to the community over the long term, creating excitement for the project completion. | <ul style="list-style-type: none"> ▪ Efforts by all project partners to educate stakeholders and the public. ▪ Participants feel they understand the project, and the role that their feedback plays, measured by an appreciation of the engagement and greater understanding of planning reflected in their responses. ▪ Positive feedback on the project. |
| <ul style="list-style-type: none"> ▪ To enable the public to meaningfully participate in the crafting of the vision, objectives, policies, and final Municipal Development Plan. | <ul style="list-style-type: none"> ▪ Levels of use between various forms of access to information and engagement tools. ▪ Feedback on the nature of the contents of information and being able to access that information. |
| <ul style="list-style-type: none"> ▪ To provide monitoring tools to measure the success of the CEP. | <ul style="list-style-type: none"> ▪ Referring back to this document for all communication and engagement components and updating as required. ▪ After each step of communication and engagement, the team will reflect on lessons learned for application in future actions. ▪ Tracking all external communications distributed and any comments, questions, feedback, or concerns received. ▪ Monitoring participation of tools used to inform and engage. |
| <ul style="list-style-type: none"> ▪ To take a collaborative approach to communication and engagement with Town Administration and Council. | <ul style="list-style-type: none"> ▪ Feedback on the methods and approaches being used by the consultant. |

1.3 STAKEHOLDERS AND EXTERNAL AGENCIES

Key audiences identified for the purpose of this CEP, include:

- Public;
- Council;
- Administration;
- Referral agencies; and
- Stakeholder groups (e.g., developers, builders, realtors, service organizations, recreation groups, healthcare organizations, housing and seniors' organizations, and other local services agencies).

1.4 RESPONSIBILITIES

The Town will be responsible for

- Costs related to:
 - Hall/location rentals,
 - Light refreshments (e.g., water, coffee, tea, cookies or similar items) for public consumption at engagement events, and
 - Social media/newspaper advertising.
- Printing project communications materials, as required;
- Forming/identifying suitable members for the project's Steering Committee;
- Costs associated with Steering Committee compensation;
- Coordinating Steering Committee meetings, including scheduling meetings and meeting locations;
- Establishing a project webpage and keeping it updated; and
- Disseminating/responding to social media posts and updates.

In compliance with 6.2 of the Public Participation Policy, the methods chosen for this project are intended to be inclusive, accessible, and conducted professionally and respectfully. Detailed responsibilities can be found in Section 1.5.

V3 Companies will be responsible for

- Designing, drafting, and digital production of all communication and engagement materials as outlined in Section 1.5; and
- Printing and disseminating materials given out at community pop-ups, stakeholder workshops, and Steering Committee workshops that V3 is planning and hosting. This includes presentation materials, display boards and printed takeaway materials (e.g., sign in sheet, feedback forms, hard copy surveys).

1.5 COMMUNICATIONS APPROACH AND ENGAGEMENT PHASING

The purpose of identifying different approaches and associated timelines for this CEP is based on the notion that each approach will have different key messages circulated to stakeholders and project partners, and the level of engagement may vary as the project progresses. The engagement and communication materials budget will be closely monitored as changes beyond what is outlined may result in the need for a scope change.

PROPOSED APPROACH AND TIMELINE:

NOVEMBER 2024

- Project Branding & Educational Campaign
- Steering Committee Working Session #1

DECEMBER 2024

- Round 1 Engagement – Public Survey & Pop-Up Events
- Business Owner, Builder & Developer Workshop #1

JANUARY 2025

- What We Heard Report #1

FEBRUARY 2025

- Steering Committee Working Session #2

-----DRAFT MDP-----

JUNE 2025

- Steering Committee Working Session #3
- Round 2 Engagement – Public Survey & Open House
- Call-A-Planner Session

JULY 2025

- What We Heard Report #2

DETAILED WORK PLAN:

PROJECT BRANDING AND EDUCATIONAL CAMPAIGN	
Details:	<p>Upon validation of the communication and engagement strategy with the Town, V3 will work on the educational campaign for the project.</p> <p>The purpose of the campaign is to communicate with the public early on about the project to help inform and build trust by creating transparency throughout the entire process. Early communications will outline the project schedule and educate and inform people about the role of the MDP and the importance of their input to encourage future participation in engagement events.</p> <p>The materials to support the campaign will include:</p> <ul style="list-style-type: none"> • Website content and project description for the Town’s webpage; • One (1) social media post for Town social media pages; • One (1) ad for the local newspapers; and • One (1) 11x17 poster for posting in strategic locations in Town, such as the Town office. <p>Content for the above is targeted to the community at large. This information series will:</p>

	<ul style="list-style-type: none"> • Discuss what the Municipal Development Plan project is about, what a Municipal Development Plan is, what is being done, and how to participate; • Share any known Town-identified issues to give residents perspectives on the challenges that the two current MDPs have and how the new shared MDP will explore solutions; and • Explain how input will be gathered and addressed through the process.
Audience:	All
Proposed Dates:	November 4, 2024 (Launch)
Proposed Location:	The campaign will utilize several communication avenues for maximum coverage, including information on the Town's webpage, social media pages, local newspaper, and the Town office.
Responsibilities:	<p>V3 to design, draft, and write all listed items.</p> <p>Town to post updates on their webpage and social media accounts; print and disseminate, including delivery of posters to locations as desired; printing of all materials as desired.</p>
STEERING COMMITTEE WORKING SESSION #1	
Details:	This three-hour working session with the Steering Committee is intended to provide an overview of how planning documents work, the challenges that come with implementation and the complexity associated with the tools. This discussion will also help to understand what the Steering Committee is thinking, their experience, and where they see the Town is going. We will also use the working session to confirm and update the findings of the researched SWOT.
Audience:	Steering Committee
Proposed Dates:	<p>Week of November 17, 2024</p> <p>UPDATE March 2025: This event was held on November 27, 2024.</p>
Proposed Location:	Council Chambers (514 Windsor Ave)
Responsibilities:	<p>V3 to prepare presentation and workshop materials and attend in-person. V3 will be available for room set up and take down.</p> <p>Town to organize and book meeting room at their office and provide refreshments if deemed necessary.</p>

ROUND 1 ENGAGEMENT - PUBLIC SURVEY & POP-UP EVENTS	
Details:	<p>Round 1 Engagement Activities This round of engagement will include:</p> <ul style="list-style-type: none"> • Pop-Ups: Two pop-ups will be held across Town and held for two hours each. We will meet people where they are, such as recreation centres, coffee shops, restaurants, etc. To maximize engagement potential, we propose to visit the community for a weekend day and evening. Administration attendance at pop-up events is highly recommended. • A survey will be developed to share information and solicit feedback on key topics relevant to the MDP. <p>Advertising Round 1 Activities Residents will be informed of engagement activities through:</p> <ul style="list-style-type: none"> • One (1) informational update for the Town's webpage; • One (1) email invitation for stakeholder communications; • One (1) social media post for Town social media pages; • One (1) ad for the local newspapers; • Town office Billboard (s)/Electronic Signboard <p>Additionally, notification could take place on the Town Event Calendar and included in the Town News and Notices (website email bulletin).</p> <p>Engagement Materials Residents will have an opportunity to share insights through:</p> <ul style="list-style-type: none"> • Public Survey (aim for 8-10 questions) posted on the Town's website. Printed copies of the survey for those who wish to fill it out at home and mail to the Town (note: the Town will be responsible for compiling, scanning and forwarding hard copy surveys to V3 in a timely manner to support reporting timelines); • Up to ten (10) engagement boards for displaying at pop-up events; • Workshop materials (agenda, presentation); • Youth worksheets that ask kids to draw and/or colour in their ideas for their community; and • Feedback forms.
Audience:	Public, Stakeholders, and Town Council
Proposed Dates:	<p>Survey to be live from December 1 – December 15, 2024 (Anticipated date) UPDATE March 2025: The survey was live from December 6-23, 2024.</p> <p>Pop-up events week/weekend first week of December 2024 (Anticipated date) UPDATE March 2025: The pop-up was held on December 7, 2024.</p>
Proposed Location:	<p>Online survey (Town website) and mail out to anyone who requests it. Printed copies of the survey available at the Town office and other locations as desired (libraries or community spaces throughout the Town).</p> <p>Locations of pop-up events TBD (one in each former municipality). UPDATE March 2025: The locations were the SPCA Christmas Market and Light Up.</p>
Responsibilities:	<p>V3 to design, draft, and write all listed items. V3 to create a QR code for the survey. V3 to design, draft and print project boards and organize and attend pop-up events. V3 will be available for set up and take down.</p> <p>Town to post the digital survey and updates on their webpage and social media accounts and arrange and pay for newspaper ads. Town to print and provide survey by mail if requested to those residents who request a hard copy.</p>

BUSINESS OWNER, BUILDER & DEVELOPER WORKSHOP #1	
Details:	To supplement our public survey and pop-up events, we will hold one (1) stakeholder workshop with local business owners, developers, and builders to hear their unique perspectives about the town and their vision for the MDP.
Audience:	Stakeholder groups as specified
Proposed Dates:	Week of December 1 st , 2024 UPDATE March 2025: The event was held on December 11, 2024.
Proposed Location:	TBD - In-Person UPDATE March 2025: The event was held at the Flare 'n Derrick.
Responsibilities:	V3 to prepare invitation text for stakeholder invitations. V3 to prepare presentation and workshop materials and attend in-person. Town to provide stakeholder attendee list and send out invitations.
STEERING COMMITTEE WORKING SESSION #2	
Details:	The second working session with the Steering Committee will: <ul style="list-style-type: none"> • Share findings from the first round of engagement; • Workshop the community's vision and goals for the MDP; and • Share preliminary draft policies and recommendations for MDP, prioritizing the recommended policy approach to addressing "hot topics" including known topics such as environmental stewardship, housing affordability, water availability, brownfields and fiscal health, and any others that may emerge earlier in the process.
Audience:	Steering Committee
Proposed Dates:	Mid February, 2025 UPDATE March 2025: The event was held on February 12, 2025.
Proposed Location:	Council Chambers (514 Windsor Ave NW)
Responsibilities:	V3 to prepare presentation and workshop materials and attend in-person. V3 will be available for room set up and take down. Town to organize and book meeting room at their office and provide refreshments if deemed necessary.

DRAFT MDP	
STEERING COMMITTEE WORKING SESSION #3	
Details:	The third working group session with the Steering Committee will present the draft MDP. The purpose of this working session is to capture any additional comments from the Steering Committee and validate the MDP in advance of Round 2 Engagement activities.
Audience:	Steering Committee
Proposed Dates:	Mid June, 2025
Proposed Location:	Council Chambers (514 Windsor Ave NW)
Responsibilities:	<p>V3 to prepare presentation and workshop materials and attend in-person. V3 will be available for room set up and take down.</p> <p>Town to organize and book meeting room at their office and provide refreshments if deemed necessary.</p>
ROUND 2 ENGAGEMENT - PUBLIC SURVEY & OPEN HOUSE	
Details:	<p>Round 2 Engagement Activities</p> <p>The second round of engagement will act as a pulse check on how the public felt we addressed challenges and opportunities identified in Round 1 through the draft MDP and inform the policies in the final MDP.</p> <p>This round of engagement will include:</p> <ul style="list-style-type: none"> • An Open House where the public and stakeholders can attend to provide feedback on the draft plan and ask questions. The Open House may be a combination of a drop-in session and World Café stations to discuss themes found in the What We Heard Report. • A survey will be developed to share information and solicit feedback on key topics relevant to the MDP. <p>The Steering Committee is encouraged to promote discussion and solicit feedback on the draft plan through additional engagement events. This may include, but is not limited to:</p> <ul style="list-style-type: none"> • Coffee chats; • Individual meetings; • Attendance at public events; or • Coordinating with local organizations and schools. <p>Advertising Round 2 Activities</p> <p>Residents will be informed of engagement activities through:</p> <ul style="list-style-type: none"> • One (1) informational update for the Town's webpage; • One (1) email invitation for stakeholder communications; • One (1) social media post for Town social media pages; • One (1) ad for the local newspapers; and • Town office Billboard (s)/Electronic Signboard. <p>Additionally, notification could take place on the Town Event Calendar and included in the Town News and Notices (website email bulletin).</p> <p>Engagement Materials</p> <p>Residents will have an opportunity to share insights through:</p> <ul style="list-style-type: none"> • Public Survey (aim for 8-10 questions) posted on the Town's website.

	<p>Printed copies of the survey for those who wish to fill it out at home and mail to the Town (note: the Town will be responsible for compiling, scanning, and forwarding hard copy surveys to V3 in a timely manner to support reporting timelines);</p> <ul style="list-style-type: none"> • Up to ten (10) engagement boards for displaying at pop-up events; • Question & Answer/Frequently Asked Questions document; • Workshop materials (agenda, presentation); • Youth worksheets that ask kids to draw and/or colour in their ideas for their community (UPDATE March 2025: This work was completed during Phase 1 and is available for use in all rounds of engagement); and • Feedback forms.
Audience:	Public, Stakeholders, and Town Council
Proposed Dates:	<p>Survey is live from June 8 - 18, 2025</p> <p>Open House: June 10, 2025 (proposed and to be confirmed)</p>
Proposed Location:	<p>Online survey and mail out to anyone who requests it; Printed copies of the survey available at the Town office and other locations as desired (libraries or community spaces throughout the Town).</p> <p>Open House location: Flare 'n Derrick</p>
"CALL-A-PLANNER" SESSION	
Details:	<p>The Call-A-Planner session supplements in-person engagement activities and allows for any member of the public to casually drop-in on a virtual one-on-one conversation with the project team. The public will be informed about this session through:</p> <ul style="list-style-type: none"> • One (1) informational update for the Town's webpage; and • One (1) social media post for Town social media pages.
Audience:	Public and stakeholders
Proposed Dates:	Week of June 15, 2025 (Anticipated date)
Proposed Location:	Virtual
Responsibilities:	<p>V3 to prepare informational materials about the MDP and attend online.</p> <p>Town to send out invitations to the mailing list and to print and distribute posters or issue other communications where they deem necessary.</p>
WHAT WE HEARD REPORT	
Details:	<p>A narrative of engagement activities and outcomes of feedback from all stakeholder groups will be tracked and compiled into a succinct "What We Heard Report" for each of the two rounds of engagement. The round 1 report will act as an interim report that will be combined with the final report at the conclusion of round 2 engagement.</p> <p>Responses to surveys and comment cards will be recorded and disseminated to be included in the What We Heard Report (in compliance with Policy 6.2.d. of the Public Participation Policy) which will analyze comments, provide a response to each, and show how feedback was taken into consideration for the drafting of the MDP.</p>
Audience:	All

Proposed Dates:	Report #1 – January 20, 2025 (based on the timing of engagement events, this could change) Report #2 – July 6, 2025 (based on the timing of engagement events, this could change)
Responsibilities:	V3 to draft and finalize the document.

**Note pending project progress, timelines in the CEP may shift. As such, the CEP may be updated as needed throughout the project.*

1.6 LEVEL OF ENGAGEMENT FOR STAKEHOLDERS AND EXTERNAL AGENCIES

Using IAP2's spectrum of participation, the internationally recognized industry standard for public participation, the identified stakeholders and their level of influence fall within four categories: inform, consult, involve, and collaborate. The following table summarizes each category's goal, the commitment our team has to the external stakeholders, and a high-level overview of the intended outcomes.

	INFORM	CONSULT	INVOLVE	COLLABORATE
Goal of Engagement	To provide the public with balanced and objective information to assist them in understanding what a Municipal Development Plan is, current challenges, and alternatives, opportunities and/or solutions.	To obtain feedback on draft Municipal Development Plan.	To work directly with the stakeholder throughout the process to enable their concerns and aspirations to be consistently understood and considered.	To partner with the stakeholder in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.
Project Team Commitment to Stakeholders	We will keep you informed.	We will engage, listen and acknowledge concerns and aspirations, and provide feedback on how your input influenced the decision. We will seek your feedback on drafts.	We will work with you to make sure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how your input influenced the process.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decision to the maximum extent possible.
Engagement Tools/ Methods	<ul style="list-style-type: none"> Public participants, & stakeholders Project point of contact (Town) Progress updates Website landing page and updates Social media updates Local newspaper Educational campaign 	<ul style="list-style-type: none"> Engagement with public participants: (pop-up events, website updates, survey). Direct outreach via email to stakeholder groups (developer, builder, realtor, service organizations, rec groups, healthcare, housing, local services) with link to survey & email invitation to pop ups. Email contact. What We Heard reports. 	<ul style="list-style-type: none"> Stakeholder engagement sessions (targeted to developer/builder/local business). 	<ul style="list-style-type: none"> Steering Committee working sessions. Collaboration with the Town.

1.7 ENGAGEMENT TOOLS AND METHODS

The following is a list of engagement tools and methods needed to be implemented to complete this communication and engagement plan. Throughout the engagement process, review cycles will be undertaken to warrant careful quality assurance and quality control to the Town's satisfaction. The lead time is the time needed leading up to the completion of the deliverable.

ENGAGEMENT TOOLS/METHODS	PURPOSE/ DESCRIPTION/ MATERIAL	RESPONSIBILITY, REVIEW CYCLE, LEAD TIME
Project point of contact	<p>To provide a consistent and responsive point of contact through the project.</p> <p>Deliverable: to include contact information wherever possible. Email related to the project will be directed to planning@diamondvalley.town.</p>	<p>Responsibility: Town</p> <p>Review Cycle: n/a</p> <p>Response Time: 2 business days</p>
Steering Committee Working Sessions	<p>Three (3) working sessions with the Steering Committee across the duration of the project.</p> <p>Deliverable: To plan, organize, and attend three (3) working sessions.</p>	<p>Responsibility: V3 to create and lead</p> <p>Review Cycle: n/a</p> <p>Lead Time: Materials circulated a minimum of 5 days in advance.</p>
Website landing page and updates	<p>Landing page on the Town's website with unique URL.</p> <ul style="list-style-type: none"> ▪ Holds the most recent project information and acts as an archive for the project's communication and engagement initiatives; ▪ Is actively updated throughout the project; and ▪ If possible, contains a "subscribe" option, [or a project email to click on to ask to be added to the mailing list] whereby subscribing users can opt-in to receiving updates via email. <p>Deliverable: To update the landing page throughout the project. The landing page should be a time capsule of all information distributed publicly throughout the project.</p>	<p>Responsibility: Joint responsibility with V3 and Town</p> <p>Review Cycle: V3 – 2 days Town – 3 days</p> <p>Lead Time: minimum 10 days</p>

ENGAGEMENT TOOLS/METHODS	PURPOSE/ DESCRIPTION/ MATERIAL	RESPONSIBILITY, REVIEW CYCLE, LEAD TIME
Social Media Updates	<p>Updates via the Town's social media platforms for:</p> <ul style="list-style-type: none"> Initial project launch; Invitations to public engagement opportunities; Public survey; Draft Municipal Development Plan; and Public hearing. <p>Deliverable: Ongoing social media updates, frequency TBD.</p>	<p>Responsibility: Joint responsibility with V3 and Town</p> <p>Review Cycle: V3 – 2 days Town – 2 days</p> <p>Lead Time: Notification of upcoming posting by the Town will be given by V3 a minimum of 5 days in advance. Materials sent to the Town's communication coordinator a minimum 1 day in advance (Monday-Thursday).</p>
Local Newspaper - Notices	<p>Information notices in the newspaper for:</p> <ul style="list-style-type: none"> Advertisement of project in Western Wheel; Invitation to engagement opportunities; <p>Deliverable: Advertisement graphic for local newspaper.</p>	<p>Responsibility: Joint responsibility with V3 and Town</p> <p>Review Cycle: V3 – 2 days Town – 3 days</p> <p>Lead Time: Advertisements sent to Western Wheel on Fridays for publication the following Wednesday.</p>
What We Heard Report	<p>Creating What We Heard Reports to consolidate all engagement with the Town, the public, and stakeholders for transparency and building trust for each round of engagement.</p> <p>Deliverable: Two (2) What We Heard Reports</p>	<p>Responsibility: V3 Companies</p> <p>Review Cycle: V3 – 5 days Town – 7 days</p> <p>Lead Time: minimum 25 days</p>
Public Hearing	<p>Developing the Public Hearing Presentation, attending the Public Hearing in person.</p>	<p>Responsibility: V3 Companies</p> <p>Review Cycle: V3 – 5 days Town – 7 days</p> <p>Lead Time: Circulation of materials to Council a minimum of two weeks in advance of Public Hearing date.</p>
Project close out meeting	<p>At no cost to the Town, we wrap up the project with a close-out meeting to hear feedback of the project process.</p> <p>Deliverable: Plan, organize, and attend one meeting with Admin to close the project.</p>	<p>Responsibility: V3 to lead</p> <p>Review Cycle: n/a</p> <p>Lead Time: minimum 1 day</p>

