



# Communications & Engagement Plan

*Summer Village of South View  
Land Use Bylaw Review & Rewrite*

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# 1 INTRODUCTION

## 1.1 PROJECT BACKGROUND

According to the Municipal Government Act, every municipality in Alberta must have a Land Use Bylaw (LUB). The LUB guides how land and buildings are used and developed within South View's municipal boundaries. By creating land use districts, also known as zoning, the LUB determines what kinds of activities and structures are permitted on each property. Additionally, it sets rules for things like building height, maximum parcel coverage, and required setbacks from property lines.

The anticipated timeline is illustrated below:

		October	November	December	January	February	March	April	May	June	July	August	September	October	November
1	<b>LUB proposal to SVSV Council</b> Direction to proceed/complete														
2	<b>Council Workshop (4 hours)</b> Confirm alignment with Council														
3	<b>Public Engagement Plan</b> Present to Council for approval														
4	<b>Open House (In Summer Village)</b> Month confirmed in #3 (above)														
5	<b>1st Reading for Land Use Bylaw</b> Scheduled Council meeting														
6	<b>Statutory Public Hearing</b> Scheduled Council meeting														
7	<b>Adoption of new Land Use Bylaw</b> 2nd and 3rd Reading														

## 1.2 COMMUNICATION & ENGAGEMENT PLAN PURPOSE

The Land Use Bylaw is a key municipal document that impacts administration, Council, and the public. As such, it is important that everyone understands the types of engagement that will be undertaken and how they can get involved in the process. This Communications and Engagement (C&E) Plan for the South View LUB describes the project's communication and engagement objectives, identifies stakeholders, and explains the methods, strategies, and opportunities involved.

## 1.3 COMMUNITY & ENGAGEMENT GOALS

The overall goals for the C&E aspects of the project are as follows:

- Build trust with the community and stakeholders
- Generate excitement and enthusiasm for the South View LUB review project
- Provide opportunities for feedback

- Generate project awareness and education about best practices in community planning so citizens can provide meaningful and informed feedback
- Incorporate local knowledge into the LUB
- Ensure the feedback loop is closed by sharing back to the community what was heard.

## 2 THE COMMUNICATION & ENGAGEMENT (C & E) PLAN

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### 2.1 WHO WILL WE ENGAGE & HOW?

	INFORM & CONSULT	LISTEN & LEARN	COLLABORATE	DECISION MAKERS
<b>Stakeholders</b>	□Residents □Property owners	□Residents □Property Owners	□Summer Village Administration □ Development Officer	□Village Council
<b>Overview</b>	Obtain feedback to test ideas or concepts and clarify issues, identify possible solutions.	Create opportunities to enter into a dialogue to explore each other's perspectives, plans and concerns.	Collaborate, where possible, including alternatives and preferred solutions.	Final decision-making in the hands of those elected.
<b>Example Tactics</b>	<b>Website, mailout, bulletin boards, newspaper advertisements, all-net, etc.</b>	<b>Open house &amp; surveys to obtain feedback on draft plans</b>	<b>Online and in-person meetings, reviewing of draft documents</b>	<b>Public Hearing, Council meetings</b>
<b>Goal</b>	To make information about the process and Land Use Bylaw changes as accessible as possible.	To gather information from and listen to those who are impacted by the Land Use Bylaw.	To work together to develop an easy to understand and useable Land Use Bylaw that works for the community.	To ensure the decision makers have enough information to make quality and informed decisions regarding the Land Use Bylaw.

### 2.2 WHAT DOES 'REPRESENTATION' MEAN?

One of the challenges of public engagement is to achieve 'representation' in the feedback received from the community during the project. In our opinion, 'representation' means receiving feedback from a broad demographic of individuals and groups that generally represent the population at-large of the Summer Village of South View.

## 2.3 WHAT ENGAGEMENT ACTIVITIES WILL WE DO?

Date	Tactic (s)	Who's Responsible?
<b>COMMUNICATIONS</b> January 2026	Upon approval of the C & E Plan, information regarding the project and timelines will be posted on the Summer Village website and emailed through all-net.	□Angela to draft information to be posted on website. □Paul to review information. □Administration to post information.
<b>COMMUNICATIONS</b> May 2026	Prepare newsletter article on LUB project and timelines to be included with tax notices. The Date and location for the Open House will be required at this time. Update information on website and all-net.	□Angela to draft information. □Paul to review information. □Administration to complete mailout and update website.
<b>ENGAGEMENT</b> June / July 2026	<b>Survey</b> Survey will be mailed to South View Mailing List, with similar content to the open house. Survey will be mailed prior to the open house, sent via all-net and made available on the SV website.	□Angela and Paul to prepare survey. □Angela to ensure survey is mailed and posted as appropriate.
<b>ENGAGEMENT</b> June / July 2026	<b>Open House</b> Hold an open house to allow gather feedback from the community.	□Paul to provide draft LUB. □Administration to provide information on website. □Angela and Paul to work together to prepare for and host open house.
<b>COMMUNICATIONS</b> July / August 2026	<b>What We Heard Report</b> An official record of the comments and feedback provided. Provide to Council and post on website.	□Angela and Paul to prepare □Administration to post on website
<b>COMMUNICATIONS</b> August 2026	<b>Public Hearing Notification</b> Mailed out to residents. Will also post on website, all-net, and bulletin boards.	□Angela to provide notification □Administration to post notices
<b>ENGAGEMENT</b> September 2026	<b>Public Hearing</b> Affected persons provided an opportunity to be heard by Council.	□Council and Administration to hold public hearing □Council, administration, and consultants to listen to public feedback

## 2.4 HOW DOES THE COMMUNITY COMMUNICATE?

Communication methods for the Summer Village of South View are somewhat limited.


Preferred Communication Methods	When
Newsletter	Annual May Newsletter, sent out with tax notices. Information on the project, timelines, and what to expect will be included.
Mailouts	There will be two mailouts. One for the survey, and one for the notice of public hearing. Notice of public hearing is required as per the Municipal Government Act.
Village Website	As needed and outlined above.
All-Net Email Communication	As needed and outlined above.

## 2.5 HOW DO WE MEASURE SUCCESS?

The following parameters can be used to measure the success of the engagement process:

- Successful execution of engagement tactics and tools;
- Number of stakeholder connections and their active participation in the LUB;
- Positive/neutral/negative feedback from stakeholders; and
- Number of participants or number of surveys returned.

## 2.6 PROJECT TEAM KEY CONTACTS AND INFORMATION

	PROJECT TEAM PRIMARY CONTACTS	
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