

Appendix B

STORMWATER FEE FEASIBILITY STUDY COMMUNITY ENGAGEMENT PLAN

Effective public and stakeholder engagement is critical to the successful development of a long-term stormwater infrastructure financial and implementation plan. Therefore, an expanded communication and public engagement plan has been proposed.

There are several stakeholder and community groups that will be able to provide valuable feedback and insight throughout the engagement process including: residential property owners and residential community groups, business/large property owners, property tax exempts and environmental groups.

The public and stakeholder engagement plan includes three rounds of engagement and consultation as described below.

- **Round 1** (June – Aug 2024) focused on education and provided more information about what stormwater management is, why the town needs more funding and why we are exploring other ways to pay for stormwater management. Introduction of the guiding principles: fair, equitable, sustainable, justifiable, simple, easy to understand in relation to the development of the fee.
- **Round 2** (Sept – Oct 2024) explain the different funding methods and fee structures being explored, how much it might cost and what are potential incentive program options. Feedback and input from the public and various stakeholders were gathered at this stage. This feedback is instrumental in shaping the preliminary fee structure recommendations planned to be presented to Council in December.
- **Round 3** (Feb-March 2025) will be to communicate back what we heard for Round 2, the preferred funding method and fee structure, and why. It will also be an opportunity to present the implementation plan, potential fees and discuss incentive program options. Feedback and input into the implementation plan will be gathered which will help shape the final fee recommendation and implementation to be approved by Council in spring 2025.

Engagement for each of these rounds include a range of public information and outreach approaches including, but not limited to:

- Social and digital media
- Project website updates
- Physical Promotional Materials/Posters/Newsletters

- On-line educational sessions/videos
- Virtual and in-person public information centres (PIC)
- On-line surveys/feedback
- Stakeholder meetings

The public and stakeholder engagement is designed to be a fluid process and will be adjusted or modified as needed in response to consultation feedback received. The material and information presented in all three rounds of engagement will be presented in an interactive manner with the goals of fact-sharing and education, seeking feedback and collectively developing recommendations for Council's consideration.

The following timeline outlines the Three stages of public consultation and how it relates to Council's decision-making.

