



Terms of Reference

Applicant Lead Public Consultation Framework and Summary

DESCRIPTION:

This document outlines the recommended applicant lead consultation process and summary of results and themes. The content identified in this Terms of Reference is to be undertaken prior to the applicant's first submission.

RATIONALE:

The public consultation process aims to ensure that the public is informed about significant development applications and have an opportunity to have their opinions considered and incorporated. Engaging with the public early can lead to the following:

- Providing the applicant with early feedback to shape the proposal.
- Offering Grimsby residents meaningful engagement opportunities.
- Increasing opportunities for public consultation, feedback, and engagement.

RECOMMENDED ENGAGEMENT:

The following recommendations can guide the applicant's public consultation process.

Applicants are recommended to:

- Engage early and often with the public. Engagement can happen through many means, including hosting a public event, cultural mapping exercises, marketing for the proposed development, or the applicant attending or presenting at other public engagement events. Hosting or attending a variety of engagement events can provide the applicant with more constructive feedback.
- Contact Town staff to discuss future engagement procedures before the Pre-Consultation meeting.

Online Engagement

- Create a website to provide ongoing access of information about the application. The website should be updated by the applicant when new information becomes available. It can also advertise project timelines, when events are being planned, ask survey questions to gain insights, share social media information, etc.

Hosting an Event

- Host in person information sessions in publicly accessible locations including on the project site, at Town facilities, or as a booth at local events. Should applicants wish to utilize Town facilities, please book through the website (<https://www.grimsby.ca/parks-recreation-and-culture/facilities/rent-a-facility/>). If the applicant would like Town staff to attend, please reach out as soon as possible to confirm availability. Please consider accessibility to the site where you are hosting an event to ensure that everyone can attend and participate.
- Advertise a minimum of two weeks before any public engagement event. Applicants should consider advertising via email, websites, mailed letters, newspaper, or any other appropriate means.
- Share important details when communicating at the meeting or online by identifying amenities or features including site mobility/accessibility, park space, community space, affordable housing units, mixed use elements etc.
- Capture insights from the community through note taking, comment cards, website polls etc.

Engaging with Community Groups

- Engage with local community groups (if applicable) by reaching out, presenting at board meetings, circulating materials to the membership, etc.

SUMMARY SUBMISSION CONTENT:

The summary is an important part of the applicant's submission and outlines all public engagement undertaken by the applicant. The applicant's summary submission will be made available to the public.

The summary should clearly describe the following:

- The details of the application, such as the use, location, proposed size and height, any amenities, number of parking spaces, number of units etc.
- An overview of the additional effort the applicant has done to engage with the public.
- Details about the engagement activities, including:
 - Who attended and the approximate number of attendees
 - The location and date of meetings/events
 - The opinions expressed about the proposal or any themes of the consultation discussions

- Photos of the event (if possible), and any other raw data collected (i.e., survey results, notes)
- List of Stakeholders notified and the methods of their notification. (e.g. notices through Neighbourhood Associations, Local Representatives, Business Improvement Area, any other stakeholder group impacted by the application);
- Overview of how the public input may have influenced changes in the proposal, if applicable. Provide a detailed description and evidence of the comments that led to the specific changes.