

Attachment 1: SRDDS 23-04-25 OCP - Amendment Bylaw No. 3178, 2025 (Bill 44)  
Consultation and Communications Plan

<b>Project Phase 1: Background Review &amp; Engagement Planning (March – April)</b>	
<b>Stage 1 Consultation and Communications: Engagement Planning (March – April)</b>	
1.1	Tax Insert
1.2	Engagement strategy
1.3	Council Meeting: Present Engagement Plan
1.4	Draft key messages
1.5	Draft Social Pinpoint Content
1.6	Draft Media Advisory
1.7	Ongoing Meetings led by City
<b>Project Phase 2: Technical Analysis &amp; Policy Review (April – July)</b>	
<b>Stage 2A Consultation and Communications: Project Introduction and Interest-holder Outreach (May)</b>	
2.1	Social Pinpoint Launch
2.2	Media Advisory
2.3	Tax Notice reference
2.4	Community Signage or Branded Bookmarks
2.5	Social Media Post
2.6	Create targeted Interest Holder Invite List with emails
2.7	Invitations to Interest Holder meeting
2.8	Prepare Presentation for Interest holder meeting
2.9	Host First Targeted Interest Holder Meeting (multiple targeted or one multi-sectoral)
2.10	Interim Update to Council (reporting will occur in Stage 2B)
<b>Stage 2B Consultation and Communications: Public Engagement (June – July)</b>	
2.11	Develop pop-up materials
2.12	Update to Social Pinpoint
2.13	Social Posts
2.14	Pop-up events, led by City staff

2.15	Develop FAQ/Did you know? Social Media Series
2.16	Promotions for Open House
2.17	Prepare open house materials
2.18	Information Session
2.19	Host 2 <sup>nd</sup> Targeted Interest Holder Meeting
<b>Project Phase 3: OCP Update &amp; Adoption (August – December)</b>	
<b>Stage 3: Reporting and Recommendations (August – September)</b>	
3.1	Consolidate feedback
3.2	Draft Engagement Summary
3.3	Final engagement summary and Council Presentation
3.4	Council Meeting: Present Engagement Outcomes
3.5	Social Pinpoint Update
<b>Stage 4: City-Led Bylaw Adoption Process (October – December)</b>	
4.1	OCP Bylaw Update Council 1 <sup>st</sup> & 2 <sup>nd</sup> reading
4.2	Statutory Referral
4.3	Statutory Public Hearing
4.4	Targeted OCP Adoption