



## Public Engagement

Public engagement will build on the success of the new Official Plan, which saw an unprecedented level of engagement from residents all over the city. The Zoning By-law review will engage the whole city ranging from residents, community organizations, the business community, and public institutions. The City is committed to including in the engagement process groups and communities that have historically been underrepresented in city-wide policy discussions with similar engagement processes and activities as was successfully achieved with the new Official Plan.

The engagement strategy objectives are as follows:

1. Inform, educate and consult with the public at each stage of drafting the new Zoning By-law
2. Apply equity, inclusion accessibility and diversity lenses in engagement outreach
3. Provide regular updates to Council and the public on engagement at each stage of drafting the new Zoning By-law

## Level of Engagement

The Zoning By-law Review Engagement Plan will leverage the work already undertaken through the new Official Plan. Transitioning to the Zoning By-law Review will require realignment to match the topics of particular concern to the project and realign stakeholder groups' prominence in the engagement activities to a zoning level of consideration.

Levels of public engagement: education, involvement and collaboration, as detailed below:



	Purpose	City's Commitment to the Public	Potential Tools & Tactics
<b>Educate</b>	<p>Communicate Share information to build awareness</p> <p><i>Information flows principally from City to the public</i></p>	<p>The City will keep stakeholders informed throughout the process and of Council's decision</p>	<p>Engagement HQ Newsletter Social Media Webpage Events and info sessions</p>
<b>Involve</b>	<p>Listen – Learn – Dialogue</p> <p>Gather input and ideas for action</p> <p><i>Information flows both ways between the City and the public</i></p>	<p>The City has defined the problem and is looking for input for possible solutions.</p> <p>The City will include stakeholders in the process and consider their feedback in decision-making or next steps.</p> <p>The City will let stakeholders know how their input influenced the decision.</p>	<p>Engagement HQ Surveys Polling Open houses Pop up engagement</p>



	Purpose	City's Commitment to the Public	Potential Tools & Tactics
<b>Collaborate</b>	<p>Actively participate Partner with the public to define problems and develop recommendations for action</p> <p><i>Issues are worked on directly with the public</i></p>	<p>The City will seek stakeholder's advice and input on defining the problem and solutions. The City will seek stakeholder's advice and input to develop alternatives solutions and recommendations.</p> <p>The City is dedicated to transparency and accountability. We will ensure that stakeholders are informed about how their input has influenced the decision-making process, thereby fostering trust and encouraging continued active participation.</p>	<p>Engagement HQ</p> <p>Ambassadors group meetings</p> <p>Working group meetings</p> <p>One on one meetings</p>

## Engagement Activities

The City will create space for the members of the public to interact with the Zoning By-law throughout its development. A wide array of activities will be utilized to appropriately engage with the community, depending on if the situation is intended to educate, involve, or collaborate with residents and businesses.

Engagement activities will be a mix of in-person, virtual and online activities to ensure that members of the public have various opportunities to engage on the project.



Engagement Activities	
<ul style="list-style-type: none"> <li>• <b>Community meetings</b></li> <li>• <b>Community pop-up events</b></li> <li>• <b>Engage Ottawa</b></li> <li>• <b>Online document circulation and review</b></li> <li>• <b>1-1 with Planners</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Online story map</b></li> <li>• <b>Public workshops</b></li> <li>• <b>Social media</b></li> <li>• <b>Stakeholder workshops</b></li> <li>• <b>Surveys and polls</b></li> </ul>

### *Engage Ottawa*

Engage Ottawa is a digital platform that the City has utilized in the past to provide a central online space for members of the public to find information about projects, get involved in the consultation process, and have the opportunity to provide direct feedback to project leaders. The Engage Ottawa suite of tools to connect, engage and involve the communities includes:

- Surveys: quantitative and qualitative questions
- Questions: participants can ask questions and that can be answered both privately and publicly.
- Stories: the purpose here is to understand a resident’s lived experience with the site. It is a tool that allows everyone to hear others’ experiences and share their own.
- Frequently Asked Questions Section
- Zoning Explainer Booklets: plain language booklets of common zoning concerns
- Educational videos



New to the City of Ottawa, the Zoning By-law Review project will be utilizing Konveio. This document engagement platform will enhance how the public can engage with draft zoning by-law on the project's engagement page. Konveio has been successfully used to improve public engagement, including with the City of Edmonton's recent engagement in the development of its new zoning by-law. Members of the public will be able to comment directly on the draft provisions posted on the project engagement page and for City staff to respond and track issues raised.

A dedicated email address ([newzoning@ottawa.ca](mailto:newzoning@ottawa.ca)) will also facilitate dialogue between the public and staff, while an e-newsletter will provide regular updates and summaries.

Engagement opportunities will be promoted on the City's social media platforms, including Instagram, Facebook, LinkedIn, and Twitter. Public engagement sessions will be live-streamed and accessible on the City's YouTube channel.

### *Consultation and Open Houses*

Virtual open houses will provide opportunities for discussions on the full scope of the zoning by-law review to discuss with stakeholders matters of city broad concerns, down to the neighbourhood level. The consultation sessions and open houses will be targeted, structured and positioned to maximize engagement opportunities. Subject matter experts, usually City Planners, will lead these discussions. Open houses will occur by ward in coordination with the local councillor.

### *Target Workshops and Meetings*

Target audiences and stakeholders will be invited to workshops and meetings to discuss their ideas on the new Zoning By-law. Workshops will be customized to suit the needs and interests of the participants and include deliberative engagement activities to encourage dialogue and the sharing of ideas.

### *Community Outreach*

Special efforts will be made to reach and seek input from members of Equity Deserving Lens Group.

Imperative to the success of engagement is to ensure all sectors of our city are represented to reflect our diverse population. The City will ask the members how best to reach and engage their community.



## *As We Heard It reports*

Key to maintaining the momentum during the engagement process, is to publish regular responsiveness summaries at key milestones of the consultations that provide feedback to the public with an “As We Heard It” Report.

These reports will also be available on the City's website, on Engage Ottawa, and City Policy and Procedures.

## *Councillor Sponsor's Group*

A Councillor Sponsor's group was established to provide advice on the implementation of the city's new Official Plan and consulting with the community. The Sponsor Group was constituted at the [January 27, 2021, Meeting of Council](#) and reconstituted in this term of Council at the [July 12, 2023, Meeting of Council](#).

## **City Policy and Procedures**

### *Public Meetings, Workshops, and Website*

All workshops, public information meetings would be conducted and facilitated in both official languages including presentations and materials distributed.

Bilingual notifications would be issued at least two weeks prior to an event. Regular update newsletters issued following a public meeting.

Consultation Summary Reports would follow every milestone during the engagement process.

All presentation materials (e.g., slides, boards) will be provided in bilingual format and accessibility compliant.



## Engagement Timelines

New Zoning By-law – Draft 1		
Date	Details	
<b>April 29, 2024</b>	Staff Report providing a detailed and plain language overview of the Draft 1 provisions	Joint Committee of Planning Committee and Agriculture Affairs Committee
<b>May 31, 2024</b>	Draft 1 released: the draft provisions and maps will be released on the project's EngageOttawa page	<ul style="list-style-type: none"> <li>• The full first draft of the proposed provisions will be released</li> <li>• 1-page summaries of each Part of the proposed Zoning By-law</li> <li>• Zoning explainers on various zoning topics</li> </ul>
<b>June – October 2024</b>	Active consultation period for the preliminary draft of the new Zoning By-law	<ul style="list-style-type: none"> <li>• Virtual open houses</li> <li>• Digital discussions</li> <li>• Comments received through EngageOttawa and <a href="mailto:newzoning@ottawa.ca">newzoning@ottawa.ca</a></li> <li>• As-We-Heard-It report</li> </ul>



Date	Details	
Q4 2024	Review of comments and feedback received	<ul style="list-style-type: none"> <li>• Revisions to the draft Zoning By-law, in response to comments from the public</li> <li>• Comments will still be received; however, staff responses to the comments or revisions to the proposed text may not be included in the published version of the subsequent draft</li> </ul>
<b>New Zoning By-law – Draft 2</b>		
Q1 2025	Release of the staff report and proposed provisions for draft two of the new Zoning By-law	Joint Committee of Planning Committee and Agriculture Affairs Committee
Q1 – Q3 2025	The active consultation period for the second draft of the new Zoning By-law	<ul style="list-style-type: none"> <li>• Virtual open houses</li> <li>• Digital discussions</li> <li>• Comments received through EngageOttawa and <a href="mailto:newzoning@ottawa.ca">newzoning@ottawa.ca</a></li> <li>• As-We-Heard-it report</li> </ul>





Date	Details	
Q3 – Q4 2025	Review of comments and feedback received	<ul style="list-style-type: none"> <li>• Revisions to the draft Zoning By-law, in response to comments from the public</li> <li>• Comments from the public will still be received; however, staff responses to the comments or revisions to the proposed text may not be included in the published version of the subsequent draft</li> </ul>
<b>New Zoning By-law – Draft 3</b>		
Q4 2025	Final draft of the new Zoning By-law	Joint Committee of Planning Committee and Agriculture Affairs Committee
<b>Post-Council Approval</b>		
<i>Council approval of the new Zoning By-law and implementation of the new City of Ottawa Zoning By-law.</i>		