Development Application Notification Review

PUBLIC ENGAGEMENT SUMMARY

August 2018

Background

The City of Winnipeg (the City) conducted a Development Application Notification Review to look at ways to improve public notification of land development to ensure processes are as open and transparent as possible. The review investigated national practices with advertising, signage, content, and collecting input through public engagement. Land development includes variances, conditional uses, rezoning, and subdividing of land. The public is currently notified of land development through newspaper advertisements and on-site postings, depending on the type of application.

Notifying the public of land development applications gives residents the opportunity to provide input as part of development processes that shape the future of their communities. Members of Council, the public, and the Public Service recognize the importance of updating our public notification processes to reflect changes in residents' expectations, and changes in communications technology.

Engagement

The objective of the public engagement process was to determine the public interest and highest priorities for improving how the City communicates and/or notifies the public of land development applications. To reach this objective, the team engaged stakeholders to gather detailed feedback, and issued a public survey to gather input from all members of the public who may be interested in improved land development notification.

Through a stakeholder workshop and an online survey, the team gathered input on current issues with notification, what matters most when developing plans to improve land development application notification, and where to target energy and effort towards improvements.

The stakeholder workshop asked three groups of participants to discuss their likes and dislikes of current practices, actions to improve notification, and how those actions should be prioritized. See Appendix A for the full workshop workbook.

The survey included three screens (see Appendix E) to gather feedback on prioritization, strategies, and visual preference.

Promotion

The review and the online survey were promoted using the following tools:

- Posts on Facebook (5) and Twitter (5) from May 29 to June 11, 2018;
- City of Winnipeg website (430 page views);
- Announced at stakeholder workshop on May 24, 2018;
- Information distributed by Councilors; and,
- Email distributed to 125 stakeholders to share with their networks on May 29, 2018.

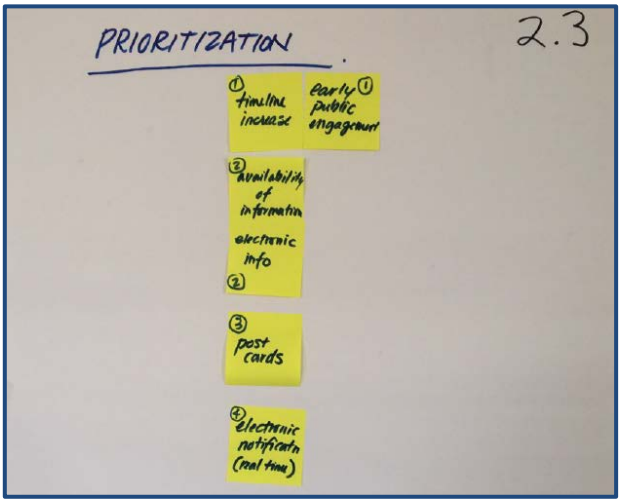

Figure 1 Example of stakeholder workshop notes

Engagement Activities		
Date(s)	**Technique**	**Description**
May 29, 2018	Webpage Launch	The website featured a timeline of the review, background, a frequently asked questions section, and detailed how the public can get involved.
May 24, 2018	Stakeholder workshop	Held at Notre Dame Community Centre from 6 p.m. to 8 p.m., 13 stakeholders attended, representing residents groups, developers, non-profits, and architects. Phone call discussions were held with several stakeholders who could not attend the workshop.
May 29 to June 18, 2018	Online survey	318 surveys were completed by members of the public.

To learn more about the development notification review, please visit: winnipeg.ca/devnotificationreview

What We Heard

As part of the Development Application Notification Review, stakeholders and members of the public provided input on improving notification, including which methods are most valuable, and strategies for improving notification. Through stakeholder discussion, stakeholders provided insight into the importance of improving processes in addition to notification. Some of the highlights of what we heard from stakeholders and the public include:

- Current notification practices do not actively engage the public in processes that may result in impacts on their community; improvements to timelines and earlier engagement are needed.
- Although the value of improving notification was recognized, stakeholders and survey respondents noted the need to improve transparency of development application processes to address root issues.
- Forty-nine percent (49%) of survey respondents had participated in a public hearing; 46% had not; 5% were not sure.
- Onsite postings were the top priority for improving notification (first choice by 29% of respondents).
- The lowest rated strategy was to eliminate the requirement to post information in newspapers (1 star rating by 84% of respondents).
- The highest rated strategy was plain language on on-site postings (5 star rating by 75% of respondents).
- Richmond's on-site signage was the most preferred (40%).
- Edmonton's postcard was the most preferred (34%).

Results

The results of the stakeholder workshop and survey were analyzed to determine key themes and messages from the public engagement process. The feedback from the workshop notes and survey data were divided into categories and are included in the following sections. Please see Appendix B for stakeholder workshop notes and Appendix E for full survey results.

Priorities

Public input on the highest value improvements to notification is important to ensure the City recommends notification improvements to Council that will have the greatest impact. Not all notification improvements can be implemented at the same time, so the City asked participants to tell us which were the highest priority. Two of the groups at the stakeholder workshop identified timelines as their highest priority. Other top priorities from the workshop included mandatory postcard notification, early public engagement, map and searchability, onsite postings, and email notification.

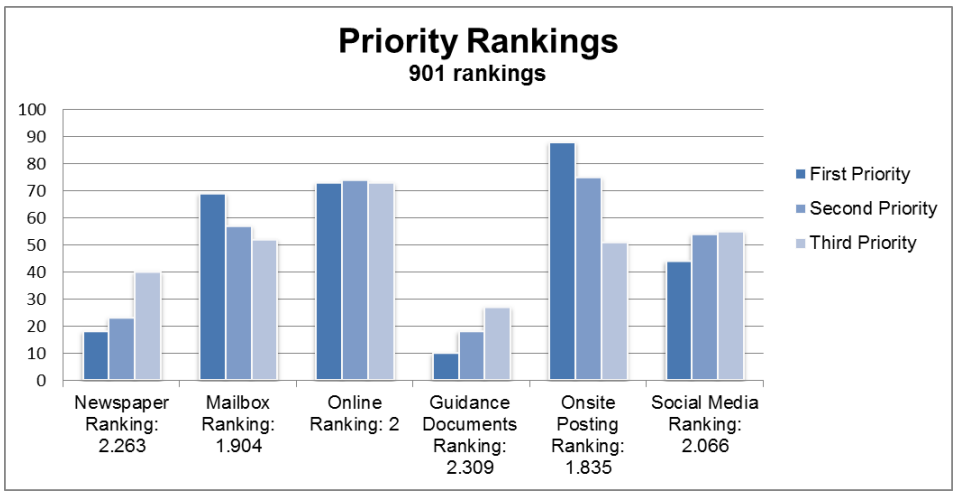

Figure 2 Survey priority rankings bar graph

Survey respondents were asked to select their top three priorities out of six areas for improvement. Participants chose onsite postings as their top priority, followed by mailbox (postcard notification), and online notification. Figure 2 above shows the breakdown of first, second, and third priority choices of survey participants. Note that the highest rank is 1, so small rankings closer to one are better than higher rankings.

To learn more about the development notification review, please visit: winnipeg.ca/devnotificationreview

Strategies

At the stakeholder workshop, participants were presented with development application notification practices from other municipalities. Groups noted that all of the practices presented could be beneficial to improve notification. In the workshop notes, one group made the point that efforts to improve notification should be tied directly to a defined problem. Another group noted that core issues such as level of public influence and involvement should be accounted for, otherwise improvements to notification and public involvement would be insincere.

Survey participants were asked to rate strategies within their top three chosen priority areas of improvement. Strategies were rated from 1 (I don't like this idea) to 5 stars (I like this idea a lot). The strategy with the highest ranking was plain language on onsite postings with the description “posters contain a plain language description of the application.” Other highly rated strategies included the inclusion of a site plan image on the onsite posting, postcard notification, updating the website map, and an online application listing.

All but three strategies received mostly 5 star ratings (eliminate newspaper requirement, reduce newspaper requirement, colour scheme of onsite posting). The lowest rated strategy was eliminating the requirement to post in newspapers.

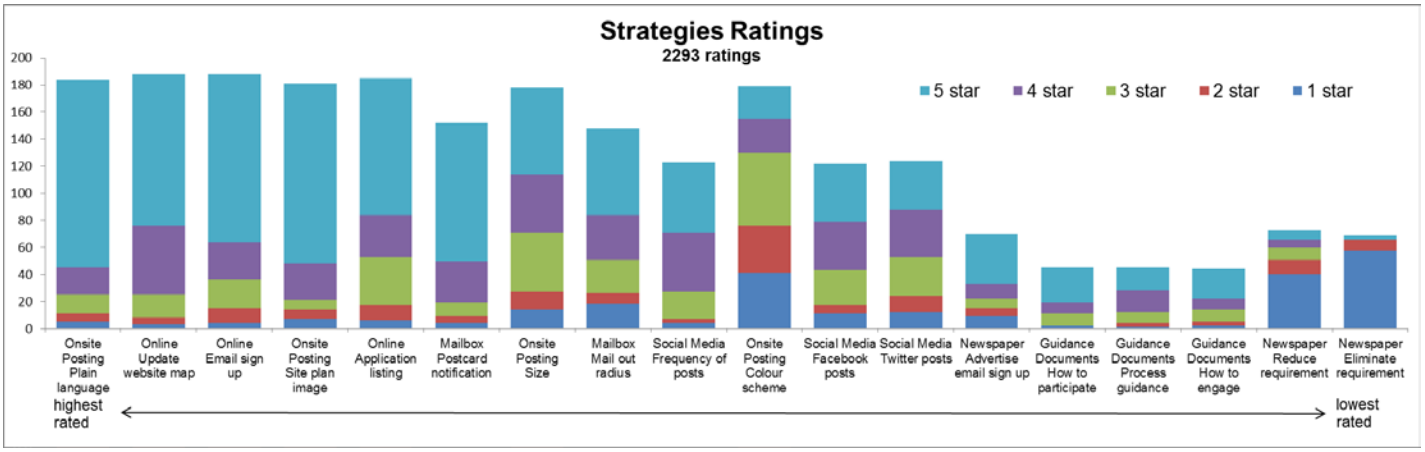

Figure 3 Strategies ratings bar graph

Comments from the strategies section of the survey indicate that notification methods need to be thought of comprehensively, and changes need to strike a balance between notification methods and formats to reach the public appropriately and effectively.

Regarding newspaper notification, there was little support (57 out of 68 gave a 1 star rating) for reducing or eliminating the requirement, though there were different opinions on which papers to advertise in, and recognition of the growing relevance of online notification methods. Comments from survey respondents included:

> *Requirements should be increased, not reduced, it is hard to find out what is happening to my neighbourhood as it is.*

> *There are many people who do not have access to computers or smart phones and may not have e-mail addresses, and many others who are not comfortable with technology like e-mails but still want to be engaged with the community. Most people can read the newspaper at a library or coffee shop or fast food breakfast spot, so newspapers serve an important information dissemination function. The notices would have to be eye-catching and consistent so people would actually read the notices.*

Signing up for email notification was supported (124 of 188 gave a 5 star rating), though there were concerns over how to ensure that information received is relevant. Comments from survey respondents included:

> *Do not do this as a separate advertisement, but include with development ads.*

> *You would need to be able to give an area of the city so you weren't getting irrelevant notifications.*

Comments related to setting a standard radius for postcard notifications generally expressed a need to increase that radius, often in relation to the size or impact of the development. Comments from survey respondents included:

> *The 100 meter radius might need to be extended depending on the type of land development and its potential impact on the community.*

> *Not only this, but send information regarding WHAT will be developed and WHEN (construction schedule). These quick 1-2 page information leaflets should be delivered in a time frame that gives neighbours enough time to a) get the document. b) understand the changes. And c) have enough time to ensure they can attend hearing to support or bring forth concerns.*

Suggestions related to the development and refinement of online tools included expanding what was included on maps and listings, and making them easy to find and navigate. Comments from survey respondents included:

> *Also include the development of precinct plans, area structure plans, development overlays, etc.*

> *Post all notifications affecting the land - including appeals. Too often it is possible for appeals to go unnoticed. This is very frustrating. The community sees one plan but by the time construction begins so many changes have been allowed (through variances and appeals) that the public feels (and has essentially been) deceived by both the city and the landowner.*

> *The City's website is difficult to navigate. Have this information available in an easy to find location and ensure it is in the same location for every application.*

Comments related to the development of process and guidance documents included the desire for clear and user-friendly language, as well as suggestions of how to facilitate engagement through connecting residents to local community organizations. Comments from survey respondents included:

> *In plain English please!*

> *Emphasize user friendly guide. Went into the website to try and find this survey (on the page it was listed). All the text was confusing. Keep it simple. People want clear and concise points.*

Improvements to onsite posting of information (i.e. signage) was a priority for participants, though there were various opinions on minimum standards, and scaling the size of signage with the size of development, or impact to nearby communities. Comments from survey respondents included:

> *A map is crucial. It should be scaled to show more of the surrounding area. I have seen many maps that are difficult to even determine where the parcel is located because it only shows the boundaries of the parcel - not its larger geographic context.*

> *I like the idea but can be arbitrary. A big impact for one might be small for another.*

> *…challenge is - who is assessing the potential impacts?*

Though not seen to be essential for notification purposes, respondents saw certain benefits to posting on social media, specifically when targeted towards groups or neighbourhoods. Comments from survey respondents included:

> *Can you somehow gear posts to particular areas or groups?*

> *There was a public hearing on a bylaw appeal in my neighbourhood recently and if it wasn't posted on Facebook through our neighbourhood group I would have never known about it. I was happy to have the chance to speak up against the variance. I think this was effective because it was posted on a group specific to my neighbourhood and not just on a site with all the public hearing notices for the city.*

Regarding the frequency of social media posts, the majority of comments expressed the desire for earlier and more frequent notification. Comments from survey respondents included:

> *People need time to plan for sitters or get time off work. These can take weeks in advance. One week makes the city look shady. As if it's trying to rush things so people will not have adequate time to come OR not hear about it in time.*

> *Post it weekly starting a month in advance so people actually have a chance to schedule around something else.*

Visual Preference

Survey respondents were asked to select their top postcard, onsite signage, and map from examples in Winnipeg and other municipalities, based on visual preference.

The top choice for onsite signage was Richmond with 40% of respondents selecting Richmond's onsite posting as their most preferred. Review of the comments reveals that survey participants appreciated the eye catching look of Richmond's onsite posting, the style of Toronto's posting, and the plain language used in both Toronto and Richmond. Comments from survey respondents included:

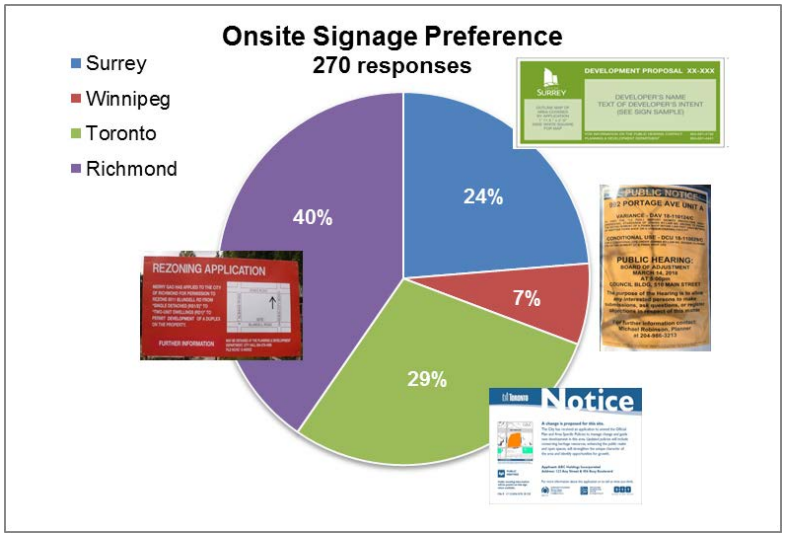

Figure 4 Onsite signage preference pie chart

> *I would prefer a mix between Richmond and Toronto. The narrative/explanation on the Richmond option strikes a good balance between technical and plain language.*

> *The Richmond signage in red is eye catching and seems to have understandable information. The other two are too subtle. The logos and branding are unnecessary.*

The top choice for postcards (mail out notification) was Edmonton, capturing 34% of the visual preference survey responses. The postcard example used from Vancouver was the lowest rated, and was also the only example that did not include a map. Comments from survey respondents included:

> *Add a map to Vancouver's and it's great.*

> *While I selected Surrey as it was eye catching, clean, and easy to understand, I do like Vancouver's for containing the extra details in a clear and understandable way.*

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The first option that clearly spells out engagement options is excellent, but more plain language explaining to residents what exactly the changes will be is necessary.

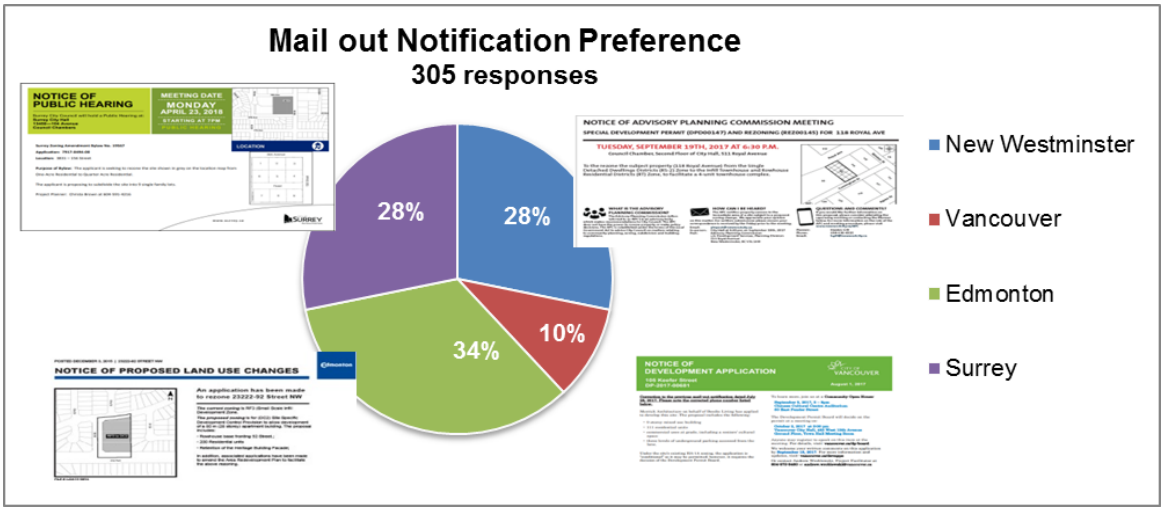


Figure 5 Mail out notification preference pie chart

Respondents' first choice (54%) for the mapping tool was the example from Edmonton. Due to the limitations of the survey tool, this comparison was made only for the visual representation of mapping, as a thorough exploration of map functionality was not possible with the survey tool. Comments from survey respondents included:

Toronto's map is more detailed and visually appealing. Much easier for the average person to navigate as it isn't cluttered and demarcates different types of development applications.

Depends on the purpose. The polygons are nice to communicate the scale of the land involved.

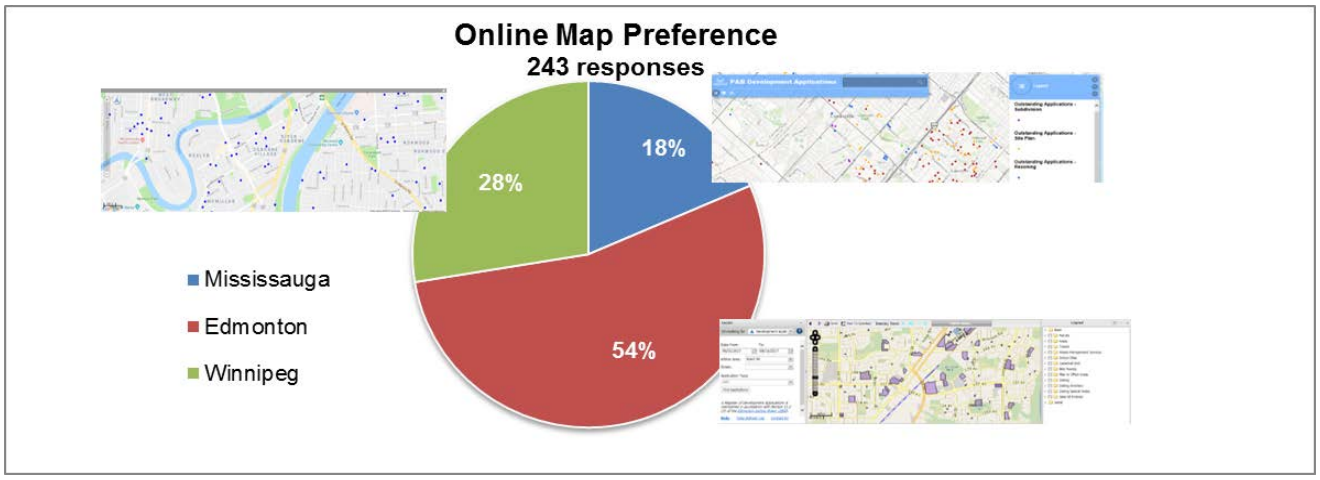


Figure 6 Online Map Preference Pie Chart

It is important to note that although this was a visual preference, several respondents expressed frustration with not being able to read the content of the examples. The survey tool that was used would not allow for larger images and this is recognized as a limitation of the visual preference questions.

Development Application Notification Review
PUBLIC ENGAGEMENT SUMMARY

What We Heard	How It Was Considered*
The City should consider a larger radius than 100 metres for postcard notification.	The radius required for postcard notification will be determined following Council approval to move forward with postcard notification. Public input will be considered and the size of the radius will be determined based on the type of application and potential impacts.
Increase timing and implement a public engagement requirement.	The Public Service is recommending amendments to the application process and a requirement to conduct public engagement for major applications. The Public Service is also looking at ways to get information online for the public as early as possible once a development application has been made.
Use multiple methods to ensure residents are notified and can access information to become informed on developments that interest them.	The recommended advertising toolkit includes a number of notification methods such as online, postcards, improved signage, and email to ensure residents are notified of the developments that they may be interested in.
If information is going to be available online, it has to be easy to find and access.	Part of the recommendations to Council include a new online land development portal which is intended to centralize land development information and group information according to service needs.
The online map should include major developments and should be easy to find on the website.	Currently, the department is in the testing phase for including major developments on the open data map. Part of the recommendations to Council includes a new online land development portal.
Plain language should be used on all notification materials and was the highest rated strategy on the survey (75% five star ratings).	The City is working on a plain language guide to provide terms that can be used in place of technical terms. Technical language will be included online, with plain language explanations included on notification.
Notification documents should be eye-catching and visually appealing.	Several options for onsite signage and postcards have been developed, using the preferred options from the visual preference survey. Options will be presented for Council review and refined based on feedback.
The requirement to post in a newspaper should not be eliminated.	Amending the requirement to post in two newspapers is being recommended to Council as part of a suite of recommended changes to improve notification, including postcards that have a higher likelihood of reaching those in the community. The City of Winnipeg Charter currently requires posting in two City-wide newspapers, of which there are currently two.
Richmond was the top onsite signage choice for visual preference, along with high rated strategies for plain language, and images.	Draft revised on site signage was drafted with ensuring plain language, eye-catching design, clear communication of how to learn more and get involved, and images were included.

**The recommendations for improving development notification may change subject to Council's consideration.*

Next Steps

Stakeholder and public input and will help inform the recommendations that will be presented to the Standing Policy Committee on Property and Development, Heritage, and Downtown Development. Input will influence the types of notification methods that will be recommended to address the issues addressed by stakeholders and the public. Input will also influence the prioritization of improvements to notification, with regards to which should be carried out in the short, medium, and long term. Following Standing Policy Committee review, the recommendations will be presented to Executive Policy Committee and Council for review.

Appendices

Appendix A – Stakeholder workshop workbook

Appendix B – Stakeholder workshop notes

Appendix C – Stakeholder emails

Appendix D – News release

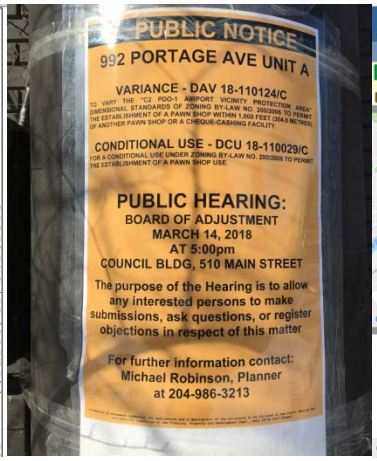
Appendix E – Survey and survey results

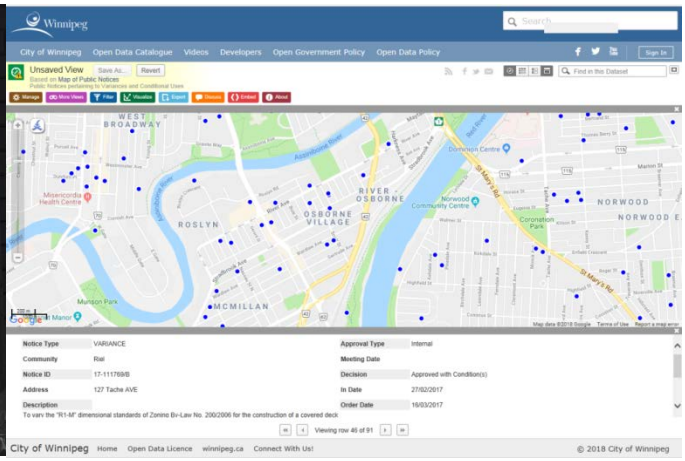
To learn more about the development notification review, please visit: winnipeg.ca/devnotificationreview

Appendix A – Stakeholder workshop workbook

Development Application Notification Review

Stakeholder Workshop





May 24, 2018

winnipeg.ca/devnotificationreview

Agenda

Activity	Details	Time
Presentation	Project intent and additional details	6:00
Workshop Introduction	Introduce format and activities	6:15
Activity 1: Current Practices	Group work activity Report Back	6:20
Activity 2: Improving notification	Group work activity Report Back	6:45
	Break	
Activity 3:	Group work activity Report Back	7:20
Next Steps and Close	Please complete a survey and promote to your networks next week	7:45

Workshop Purpose

The workshop will present the Development Application Notification Review to stakeholders and gather input on preferred notification methods. The input collected from the workshop will be used to evaluate options and recommend improvements to land development application notification.

Instructions

- This workbook includes three activities:
  - Activity 1: Current Practices
  - Activity 2: Improving notification
  - Activity 3: Prioritization
- Discussion will be facilitated in a group setting by a facilitator from the City of Winnipeg.
- Each group will self-identify a recorder and someone to report back.
  - The **recorder** will:
    - Record your group's ideas in point form on the flip-chart paper provided.
  - The **reporter** will:
    - Use the flip chart to present key discussion points to the larger group at the end activity. Ensure the group is staying on time to complete all parts of the activity before reporting back.

Activity 1: Current Practices (15 min)

Currently, the City of Winnipeg notifies the public of land development applications in three ways:

- **On-site posting (Minor/Major development applications)**
- **Newspaper (Major development applications only)**
- **Open data website map (variances and conditional uses only)**

Instructions:

1. Discuss the current land development application notification process and your likes and dislikes.

2. Add your thoughts to sticky notes and place on the flip chart paper under “like” or “dislike”

3. Prepare to present your ideas to the group.

Notes:

At the end of the activity, each group will present their likes and dislikes and summarize their discussions for the larger group (10 min).

Activity 2: Improving notification (20 min)

The jurisdictional scan found the following best practices:

1. **Guidance materials**
    a. **Guidance for the public and developers**
    b. **Process guidance on how to involve the public**
    c. **Process guidance on how to get involved**
2. **Onsite postings**
    a. **Plain language**
    b. **Use of graphics**
3. **Postcard notification**
    a. **Delivered to residents within a certain distance of the application**
    b. **Includes plain language and graphics where applicable**
    c. **Includes public hearing details**
4. **Online listing**
    a. **Includes Application details such as address, type, and status**
    b. **Searchable**
5. **Application map**
    a. **Includes various colours indicating different types of applications**
    b. **Searchable**
6. **E-newsletter**
    a. **Sign-up for updates on applications within a certain area**
    b. **Provides details on application and how to get involved**
7. **Social media**
    a. **Includes Facebook and Twitter posts**
    b. **Notifies the public of opportunities to get involved**

Instructions:

1. Discuss best practices identified from other jurisdictions.

    a) Which do you think we should implement in Winnipeg?
    b) Are there some you think the City should not implement?
    c) Which elements do you like and dislike about each?
    d) Are there other notification methods not mentioned that you think the City should implement?

2. Record your discussion on flipchart paper.

3. Prepare to present your ideas to the group.

Notes:

At the end of the activity, each group will summarize their discussion for the larger group (10 min).

Activity 3: Prioritization (20 min)

Implementing notification improvements will take time. We would like your input on which notification methods should be prioritized so we can make recommendations on what to focus on first. Which notification methods would add the most value?

Instructions:

1. Think about the practices you identified in Activity 1 and Activity 2 that you think the City should improve or implement. Discuss:

    a) Which notification methods would add the most value?
    b) Which notification methods should the City focus on implementing first?
    c) Which notification methods should the City focus on improving first?

2. Write the methods down on sticky notes, putting the highest priority notification methods at the top, with the lowest at the bottom.

3. Prepare to present your ideas to the group.

Notes:

At the end of the activity, each group will present their prioritization (10 min).

Appendix B – Stakeholder workshop notes

Land Development Notification Review
Stakeholder Workshop Notes

Date: May 24, 2018
Time: 6 p.m. – 8 p.m.
Location: Notre Dame Rec Centre
Participants: 13
City of Winnipeg Facilitators: 4

Agenda:

Presentation
- Background
- Purpose
- Goals
- Current Notification

Activity 1: Current Practices
- Report Back

Jurisdictional Scan
Activity 2: Improving Notification
- Report Back

Activity 3: Prioritization
- Report Back

Next Steps and Close

Activity 1: Current Practice

Discuss the current land development application notification process and your likes and dislikes.
Add your thoughts to sticky notes and place on the flip chart paper under “like” or “dislike”
Prepare to present your ideas to the group.

Group 1	
Likes	**Dislikes**
• Poster notification is effective. • Website map is a good tool.	• Signs posted improperly, poor visibility. • Lack of enforcement on sign placement and maintenance. • Posting not accurate, errors by planner. Planning documents do not give a ‘true picture’ (i.e. – Harrow & McMillan). • Councilors lack deep knowledge of by-laws. • Failure to post or hold hearings. i.e. – Helicopter pad at Women’s Hospital (Plan amendment). • Notification period too short. • Web map needs to be promoted, updated when changes are made. • Not everyone wants to check a website. • Final projects differ from what is presented at hearings.

Other: Separate review process to check mistakes.

Land Development Notification Review
Stakeholder Workshop Notes

Group 2	
Likes	**Dislikes**
• Punch development # into phone gives you feedback. • Victoria example: Friendly signs + • Signs are noticeable but could be 'friendlier.' • Bev! (and her network dissemination) • Victoria has everything online – just a click of the mouse gives full access to the file.	• Language is difficult to understand. • Challenge finding further information. • No trust in Planning Department. • Signage means nothing if no integrity in the process. • 14 days is not enough time. • No time to gather data to assess the project. • Newspaper is hard to notice and easy to gloss over. • Feeling that the enforcement of signage is not consistent. • Process does not actively engage people. • You have to stumble on a development. • Why not posting on social media? • Need full access to all information.

Group 3	
Likes	**Dislikes**
• Yellow signs stand out. • Newspaper still worthwhile; potentially demographically dependent.	• Posters – language unclear. • Enhanced sign – not sure of added value. • When an enhanced or standard sign is needed is not clear. • Turnaround time for being able to put up enhanced signs is limited. • Lack of graphic representation. • City website is too complicated to navigate. • Didn't know about web map.

Other: QR code or other 'tech' – easy access to information.

Activity 2: Improving Notification

1. Discuss best practices identified from other jurisdictions.

    a) Which do you think we should implement in Winnipeg?
    b) Are there some you think the City should not implement?
    c) Which elements do you like and dislike about each?
    d) Are there other notification methods not mentioned that you think the City should implement?

2. Record your discussion on flipchart paper.
3. Prepare to present your ideas to the group.

Land Development Notification Review
Stakeholder Workshop Notes

Group 1	Group 2	Group 3
• Mandatory postcard notification • Email updates for geographic areas. • Guidance documents a good idea to promote clarity & understanding. • Increase notification period. • Plain language. • 'Layered' notifications to communities (capacities vary). • i.e. – Resident groups, councilors, other leaders. • Departmental 'liaisons' to communicate with public. • Work with trusted neighbourhood groups. • Need to nurture these relationships. • Groups have limited resources. • Geo-tagging social posts.	Define notification. • Issues with tokenism • Current practice seems to be that the City informs community of what has already been decided. • Purpose of notification should be to engage the public early in the process. • Regional Municipality of Taché: Notice is much more inclusive. All proposed ideas are good. • More options are good. • Some people feel that the postcard is accessible. • Some prefer social media. • Costs to be borne by developer. Desire for electronic notification system that you could sign up for and get notices that are relevant to you and your neighbourhood (area defined by you).	Guidance materials • Plain language • Streamlined • Accessible • Navigable • Don't know where it is • Formatting Onsite Postings • Plain language • Use of graphics Need to find a balance. Plans are not always ready at the time of the public hearing. 3D model may not translate well in Wpg context • Need to define the problem and identify the correct tool to fix it. Postcard notification • You might not get any new people to participate (what is the effectiveness?) • Cost might be an issue, especially this method is not effective Online listing • Not redundant – searchable version is good • Accessibility – visually impaired can't use maps as well (voice commands) Online map • Filters • Search • Location services

Activity 3: Prioritization

1. Think about the practices you identified in Activity 1 and Activity 2 that you think the City should improve or implement. Discuss:
   a) Which notification methods would add the most value?
   b) Which notification methods should the City focus on implementing first?
   c) Which notification methods should the City focus on improving first?
2. Write the methods down on sticky notes, putting the highest priority notification methods at the top, with the lowest at the bottom.
3. Prepare to present your ideas to the group.

Note: Relative priorities of stakeholders varied based on needs and interests. Group 1 chose to add numbers to indicate priorities of others in the group. These numbers are provided in brackets, with '1' being the highest priority.

Land Development Notification Review
Stakeholder Workshop Notes

	Group 1	Group 2	Group 3
Highest Priority	Mandatory postcard notification. (2)	• Timeline Increase. • Early public engagement.	• Map and 'searchability.' • On site postings (links to online for additional info) • Email notification.
	Email updates for geographic areas.	• Availability of information. • Electronic information.	Guidance materials → Access
	Guidance documents a good idea to promote clarity & understanding.	Postcards	• Social media (lots to manage) • Advertising • Postcards (effectiveness?)
	Increase notification period. (1)	Electronic notification (real time).	
	Plain language. (3)		
	'Layered' notifications to communities (capacities vary). i.e. – Resident groups, councilors, other leaders.		
	Departmental 'liaisons' to communicate with public. (3)		
	Work with trusted neighbourhood groups. (Need to nurture these relationships; groups have limited resources). (2)		
Lowest Priority	Geo-tagging social posts.		

Appendix C – Stakeholder emails

Workshop Email invitation

Subject: Development Application Notification Review Stakeholder Workshop Invitation

The City of Winnipeg is conducting a review of how it provides notification for land development applications and we would like your feedback. The Development Application Notification Review is looking at ways to improve public notification of land development so processes are as open and transparent as possible. The review will do this through investigating best practices with advertising, signage, and content and collecting input through public engagement. Land development includes variances, conditional uses, rezoning, and subdivision of land. The public is currently notified of land development through newspaper advertisements and on-site postings, depending on the type of development.

We would appreciate it if a representative from your organization would attend a workshop to discuss land development application notification priorities, options, and preferences. Please respond to this email to RSVP to the workshop. To ensure we do not exceed the capacity of the space, please ensure that no more than two representatives from your organization attend.

Date: Thursday, May 24, 2018

Time: 6 p.m. to 8 p.m.

Location: Notre Dame Recreation Centre, Multi-purpose room, 271 Avenue de la Cathedrale

If your organization is not able to send someone to the workshop, City staff may be able to arrange to meet or to discuss over the phone. If your organization would prefer to receive email updates rather than attending a workshop at this time, please let us know.

Thank you,

City-Engage@winnipeg.ca

Survey Email invitation

Subject: Invitation to participate in land development application notification

You are invited to be a part of improving land development application notification!

The Land Development Application Notification Review is looking at ways to improve public notification of land development applications so processes are as open and transparent as possible through investigating best practices with advertising, signage, and content. Land development applications include variances, conditional uses, rezoning, and subdivision of land. The public is currently notified of land development through newspaper advertisements and on-site postings, depending on the type of application.

Please complete an online survey to let us know how you would prioritize improvements to notification.

The online survey will be open until June 18, 2018. Please circulate this invitation to your networks to let them know about this opportunity.

If inquiries or if you require alternate formats to participate, please call 204-986-4243 or email City-Engage@winnipeg.ca.

For more information, please visit winnipeg.ca/devnotificationreview.

Regards,

City-Engage@winnipeg.ca

Objet : Invitation à participer à la Révision des avis d'aménagement de terrain

Nous vous invitons à prendre part à l'amélioration du processus d'information relatif aux aménagements de terrains!

La Révision des avis d'aménagement examine des façons d'améliorer les manières dont le public est informé des aménagements de terrains, pour que les processus soient aussi ouverts et transparents que possible. La révision fera cela en se renseignant sur les pratiques exemplaires en matière de publicité, d'affichage de contenu et en recueillant des rétroactions grâce à des événements de participation publique. L'aménagement du terrain comprend les dérogations, les utilisations conditionnelles, les rezonages et les lotissements. À l'heure actuelle, le public est informé des aménagements de terrain par des annonces dans les journaux et des affiches sur place, en fonction du type de demande.

Veuillez remplir un sondage en ligne pour nous faire savoir comment vous prioriseriez les améliorations du processus.

Le sondage en ligne sera disponible jusqu'au 18 juin 2018. Veuillez faire circuler cette invitation dans vos réseaux pour les informer de cette occasion.

Si vous avez des questions ou si vous avez besoin de formats alternatifs pour pouvoir participer, veuillez téléphoner au 204-986-4243 ou envoyer un courriel à City-Engage@winnipeg.ca.

Pour plus de renseignements, rendez-vous sur winnipeg.ca/revisionavisdamenagement.

Cordialement,

City-Engage@winnipeg.ca

Appendix D – News release

Winnipeg

INFORMATION - COMMUNIQUÉ

For immediate release
Monday, May 28, 2018

Development Application Notification Review underway and asking for the public's input

Winnipeg, MB – Winnipeggers are invited to provide their input on how the City of Winnipeg provides notification for land development applications. Residents are encouraged to provide input through an online survey. Input will be considered as part of a review of the City's land development application notification processes.

The Land Development Application Notification Review is looking at ways to improve public notification of land development applications to ensure processes are as open and transparent as possible. Land development notification includes the ways the public is told about applications for both minor and major land development, including variances, conditional uses, rezoning, and subdivision of land. The public is currently notified of land development through newspaper advertisements and on-site postings, depending on the type of development.

Notifying the public of land development applications gives residents the opportunity to participate and provide input as part of development processes that shape the future of our community. Members of Council, the public, and the Public Service recognize the importance of updating our public notification processes to reflect changes in the residents' expectations and changes in communications technology.

The online survey will ask for input on types of notification the public would like to see, how they would like to be notified of land development applications in their area, and how they would like notifications to look. The survey will be open until June 18, 2018. For more information, please visit winnipeg.ca/devnotificationreview.

-30-

Media inquiries should be directed to the City of Winnipeg Media Inquiry Line at 204-986-6000 or via email at City-MediaInquiry@winnipeg.ca.

Follow us on Facebook: facebook.com/cityofwinnipeg

Appendix E – Survey and survey results

Land Development Notification Survey

Screen 1: Welcome

Land Development Notification

Be a part of improving land development application notification!

Take this survey to tell us how you think public notification and involvement in land development processes could be improved.

- Land development notification includes the ways the public is told about applications for both minor and major land development, including: variances, conditional uses, rezoning, and subdivisions.
- Minor applications include variances and conditional uses.
- Major applications include rezonings and subdivisions.

Screen 2: Priorities

Areas of Improvement

What to do

We have identified several areas for improving public notification of land development applications, but which ones should we focus on first? Tell us which you think should be the highest priorities.

Rank the items by dragging them above the line, in order, with your top pick at the top.
Click the items to learn more about each one.
You can add an optional comment about each item.
You may suggest another item for consideration.

1. Social Media – Facebook and Twitter

Use Facebook and Twitter to let the public know about applications and public hearings.

Current: Applications are not currently posted on social media.

2. Newspaper - Newspaper Advertisements

Advertise public hearings in the newspaper.
Current: Advertise public hearings in two city-wide newspapers.

3. Online

Provide information about applications on the City of Winnipeg website.
Current: Online map of conditional use and variance applications.

4. Mailbox – Postcard Notification

Notices sent to nearby residents to let them know about an application and/or public hearing.
Current: Land development notifications are not currently sent in the mail.

5. Guidance Documents - Educational Materials on Processes

Provide educational materials to guide community members through land development application processes and opportunities to become involved.
Current: Guidance for developers on how to conduct an open house, and public hearing brochure.

6. Onsite posting – Signs

Signs posted on the land development site to let neighbours know about an application.
Current: Post yellow signs around the site.

Screen 3 – Strategies
Actions

What to do
For each of the areas of improvement you prioritized, tell us which methods of notification you like best.
1 star = I don't like this idea, 5 stars = I like this idea a lot!

Add comments too if you have to say!
Navigate the categories on the left.
Review the statements for each category.
Give each item a 1-5 star rating.
You can also add optional comments.
You can suggest other items for consideration.

Social Media	Rating
Twitter posts - Promote public hearings through Twitter. Facebook posts - Promote public hearings through Facebook. Frequency of posts - Promote over social media one week before a hearing.	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
Newspaper	Rating
Reduce requirement - Request change to requirement - advertise in one newspaper (currently advertise in two newspapers). Eliminate requirement - Request change to requirement - do not advertise in newspapers (currently advertise in two newspapers). Advertise email sign up - Advertise in newspapers that residents can sign up for emails to stay up to date on land development applications.	1 2 3 4 5 1 2 3 4 5
Online	Rating
Email sign up - Website visitors can sign up for notifications by geographic location. Update the website map - In addition to variances and conditional uses, include major development applications on the online map. Application listing - Publicly post a sortable list of applications on the City of Winnipeg website.	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
Mailbox	Rating
Postcard notification - Mail a postcard to neighbours of the land development application. Mail out radius - Set a standard radius of 100 metres around the site. The City Planner can increase the notification radius.	1 2 3 4 5 1 2 3 4 5
Guidance Documents	Rating
Process guidance - General information about the land development application process. How to participate - Guidance for those interested in getting involved in the land development application process. How to engage - Update information for developers on how to conduct a public consultation process for a land development application.	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5

Onsite posting	Rating
Plain language - Posters contain a plain language description of the application.	1 2 3 4 5
Site plan image - Posters contain an image that estimates what the development will look like.	1 2 3 4 5
Colour scheme - The poster is designed in City of Winnipeg colours.	1 2 3 4 5
Size - Size of on-site postings matches the size and potential impacts of the proposed development.	1 2 3 4 5

Screen 3 – Notifications

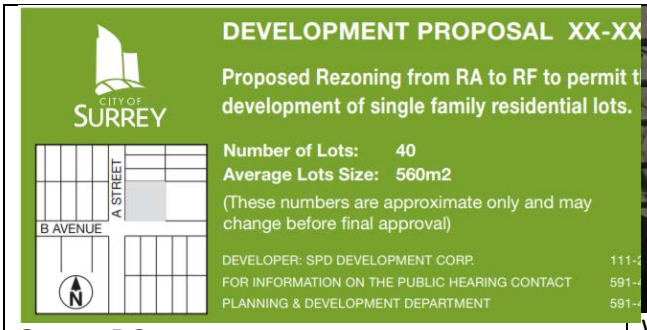
Notification Preferences

Tell us which of the following visuals you prefer.
Add comments to provide further feedback.

Click the buttons on the right to switch between the sets of images.
Each set asks a question where the options are visually represented.
Provide your input by selecting the option that you prefer.

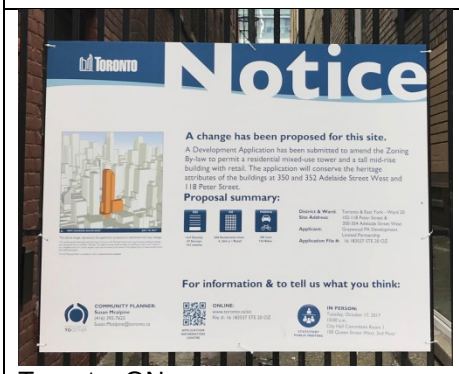
On-site signage

Which of the following examples of onsite signage do you like best?



Surrey, BC

Winnipeg, MB



Toronto, ON

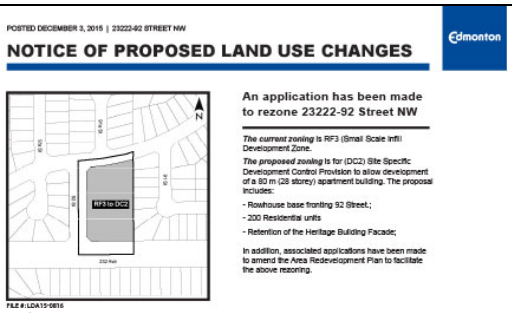
Richmond, BC

Mail out notification

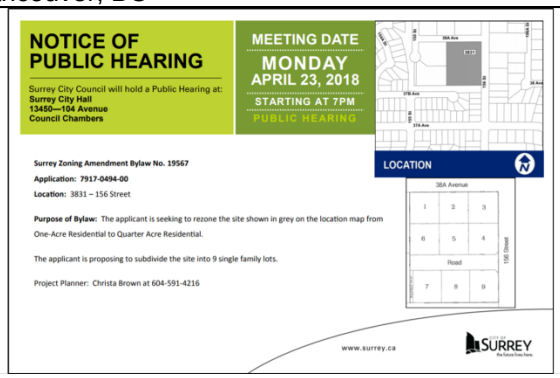
Which of the following examples of mail out postcards do you like best?

New Westminster, BC

Vancouver, BC



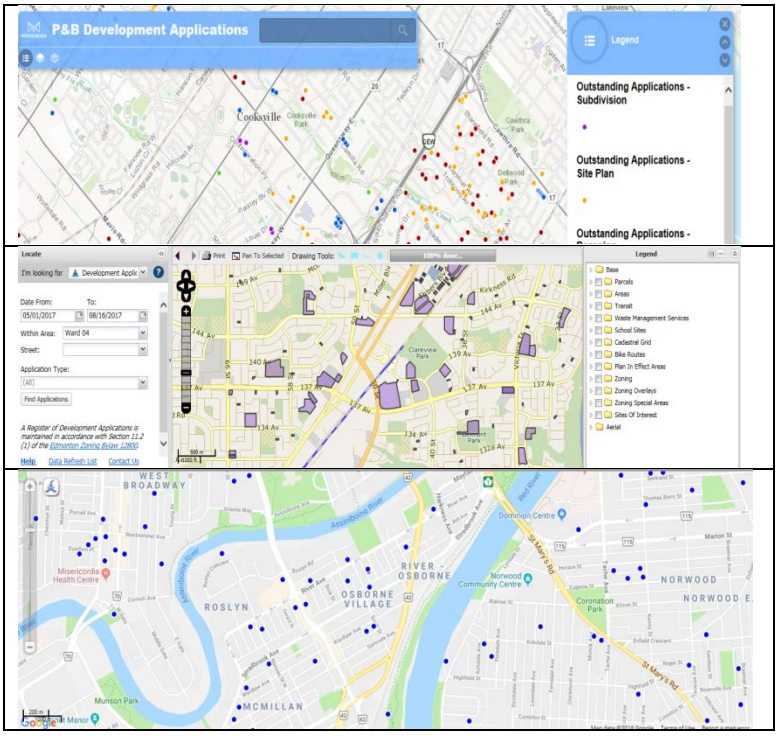
Edmonton, AB



Surrey, BC

Online Map

Which of the following examples of online maps do you like best?



DRAFT

Screen 5: Thank you

Final Questions

Final Questions (Optional)

First three characters of postal code: ____

Are you part of a group or organization? _____

Have you participated in a public hearing?

- Yes
- No
- Not sure

If you are interested in receiving information as this project moves forward, please sign up for email updates by following this link.

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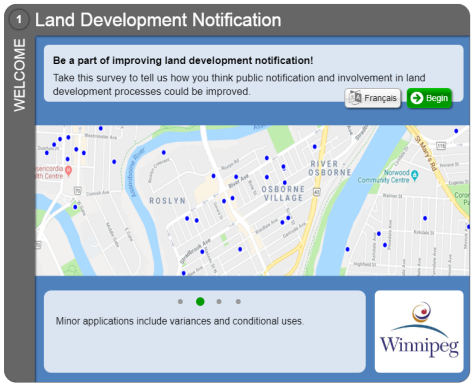
City of Winnipeg

Land Development Application Notification Review

May 25, 18 - Jun 19, 18

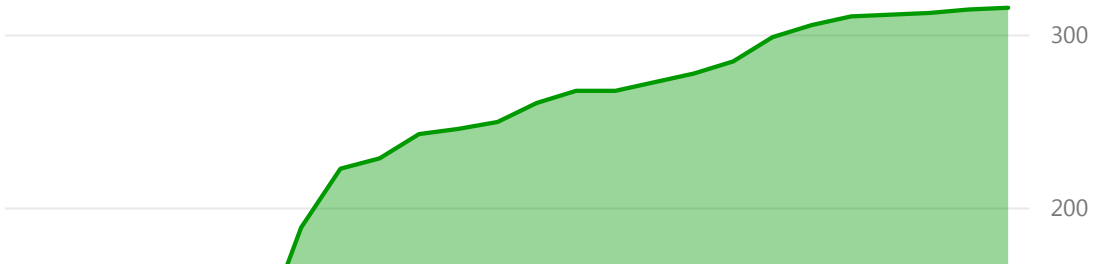
Screen 1 / Site Traffic



Total number of participants over time.

Participants

316



Data points for this Site:

Participants: **316** All data points: **4917** All comments: **394**

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City of Winnipeg | **Land Development Application Notification Review**

May 25, 18 - Jun 19, 18 | Screen 1 / Site Traffic

May 2018

Date	24	25	26	27	28	29	30	31
Participants	0	0	0	0	0	60	53	15

June 2018

Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Participants	61	34	6	14	3	4	11	7	0	5	5	7	14	7	5	1	1	2	1

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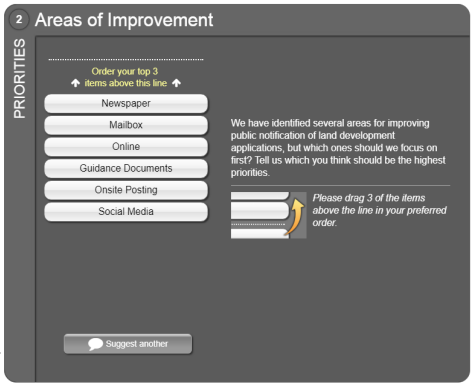
City of Winnipeg

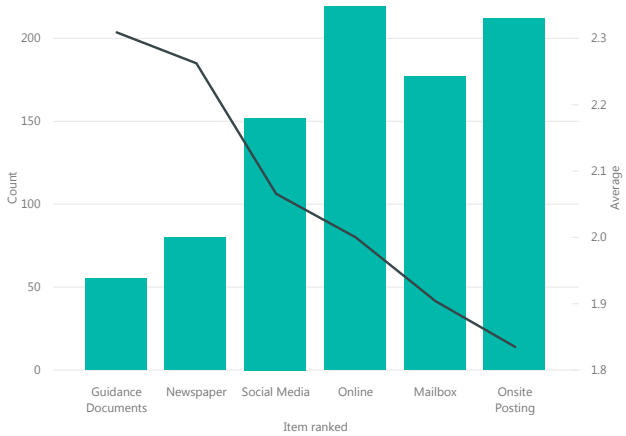
Land Development Application Notification Review

May 25, 18 - Jun 19, 18

Screen 2



Priorities by both popularity and average rank.



Data points for this Screen:

Rankings: **895** Comments: **97**

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City of Winnipeg | **Land Development Application Notification Review**

May 25, 18 - Jun 19, 18 | Screen 2

Below: Each ranking item, showing how often each item was ranked in each position, ordered by average. Note that 1 is the highest rank.

Onsite Posting

86 (41%)	1
75 (35%)	2
51 (24%)	3

Times ranked: 212
Average rank: 1.835

Mailbox

69 (39%)	1
56 (32%)	2
52 (29%)	3

Times ranked: 177
Average rank: 1.904

Online

73 (33%)	1
73 (33%)	2
73 (33%)	3

Times ranked: 219
Average rank: 2.000

Social Media

44 (29%)	1
54 (36%)	2
54 (36%)	3

Times ranked: 152
Average rank: 2.066

Newspaper

18 (23%)	1
23 (29%)	2
39 (49%)	3

Times ranked: 80
Average rank: 2.263

Guidance Documents

10 (18%)	1
18 (33%)	2
27 (49%)	3

Times ranked: 55
Average rank: 2.309

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Screen 1 Comments

Online

I like email notification the most to ensure not missed.

Online

Send out emails to people within certain vicinity of work, depending on size of project.

I was not aware this was-available. 1 will review site before commenting
Mailbox

This should be similar to the Victoria example victoria.ca/public notices It is easy to read and well organized and connects to relevant information

An online notification system is by far the most meaningful action you could undertake

increase awareness on where to find information

too Busy

Yes, if it includes email. I have REPEATEDLY asked to receive email notice of developments in a proposed project a block from my home, yet I've never received any notice and only find out after the hearing or meeting. This needs to change.

This needs the most improvement. City-led projects have quite a lot of good information on the city Web site - but still not enough. Developer-led projects (e.g., Precinct G planning) are not even posted on the city Web site! People have to go to the Web site of the consultant hired by the developer to find information. This is totally unacceptable. Also, incomplete background information is posted for the public so we do not have access to the same information as the developer or the city. This puts the public at a serious disadvantage. Also, the process only requires the documents to be posted 96 hours before the hearing. It is totally unreasonable to expect the public (and councillors) to seek out, read through, and prepare a response to, on such short notice. If it takes the city and the developer months or years to work through this information, the public should be afforded the same amount of time. When something is submitted to the city for review - post it. When the city completes its key reports and recommendations, post them. When the material is ready for the public hearing - post it all. It is totally unreasonable to expect the public to read a 200-page traffic study and biological survey and detailed analysis within 96-hours. Rule of thumb: the public is entitled to have the same information that was used to develop the proposal.

Newspaper

Way too much text with no break, very little to identify what it is about (not attention getting).

Image is too low resolution to zoom in, but probably filled with jargon, which is tough to read as it is.

Simplify if possible, way better spacing if it is not. Maybe an all caps headline of ""Public Hearing: (Address)"" to draw the eye."

Very few people read newspapers anymore.

Newspapers are fine for official record but the digital copies aren't read like the hard copy and many people use on the digital format now. So continue to publish (as long as there is a paper that has a print format) and then use the same exact posting for Facebook and for Twitter include as a jpeg but also link to the On-line posting.

All development applications should be via newspaper or TV

"Who reads hardcopy newspapers anymore? If replaced with a comprehensive online notification system I would have no problem scrapping this.

Newspaper notifications are a distant third behind Online and Onsite Posting"

Never See them

Newspaper notices assume that residents buy & read the newspaper. We shouldn't have to pay & search every day

for a notice that our City might change our neighbourhood!

Residents should not have to purchase and search through newspapers daily to get notice from the city!

It’s obsolete and onerous.

This is an important mechanism that many people still rely on (not everyone has computers).

Mailbox

all of the above

Include them then with a similar email notice like how we were notified by this survey....from an email from John Orlikow

Great "smart" idea.

It's important to be diligent in letting people who are affected by the development know it is being considered.

Email
Will read because they received it

this is best

Still helpful, especially in older neighbourhoods where infill is targeted. Should go to larger areas as more than so called NIMBYS have a stake in their neighbourhood.

Definitely noticed should be sent to residents affected as well as signage posted in several area of development

One challenge with this is that those who do not want to receive flyers might not receive mail notifications of land development applications.

Works

"This is essential. It might be expensive & use paper, but unnecessary or poorly planned construction projects are FAR more expensive & have a much greater environmental impact!
I assumed that I would receive notice in the mail and I was surprised that I didn’t. They should go to the local addresses, and probably to landowners too, but every resident deserves notice. The city has our addresses."

Postal notice to local residents is essential.

This is hit and miss. It has been left to the developer to decide who gets these notices - but they tend to be more effective than on-site signs or newspaper ads.

Guidance Documents

should be easier to find

What are guidance documents? Is it Development Agreement Parameters? These were written by developers for the developers. Guidance documents are not obvious to the ordinary citizen. It is a huge learning curve for people to know how to respond to postings. Must be made transparent and easier.

Currently, developers are helped to achieve their objectives by the the Planning Department. Residents hear about the application only when a great deal of the development work has been done. Neighbours who will be affected by the new development should be brought in MUCH earlier in the process and planning officials should help them through the process as vigorously as they help the people making the development application.
onsite posting seems a waste of time. I have not noticed the variances, developments in my area until it's too late to have a say.

Have Meetings in Every Neighbourhood and allow voting to occur

Focus on improving the process rather than explaining a flawed process.

Onsite Posting

A survey of the surrounding area for distribution should include the approximate number of residents notified in the

circulation area(s). This total population should be weighed against the number of people in opposition of an application. If it is less than 50% of the population, and the planning department is in favour of the application, why are we negatively impacting our City for the minority?

Real time posting to files up for public hearings.

The Public is more protected than the actual applicant. The process needs to better protect the rights of property owners/developers. Local Councillors are put in a unfair situation in the Public hearing process. All Public hearings should be heard by Councillors who's ward is not in the area up for redevelopment. There's an unfair bias.

Having signs at the site of development is the best way to reach nearby residents who might be impacted but may not have access to online or print media notifications

Need site plans / visual on signs

these are so small and useless

Street signs are very good way of posting variances and other information.

These old posters were intimidating and hard to understand. Victoria has a good example of engaging posters victoria.ca/publicnotices that could be used by Winnipeg

These signs are not very user friendly as to what the issue at hand is. Need simpler language as to the variance requested. Is it distance to property lines? Is it height of building? Is it change of usage (residential - business - what kind?) Also there should be some type of link to further information on line regarding this issue.

But these need to provide information in a format that the average person can understand (plain language please).

Please make these clearer and in plain language.

yes helps

This is important but the posters as they exist now are awful. They should include very minimal technical language, but with a URL that people can actually find out more. Pictures should also be included.

These signs are horrible. There are difficult to read and understand. There should be an email provided.

Is this done for proposed projects like building a new high speed route such as William R. Clement Parkway through a residential neighbourhood, trail, and wildlife habitat? Are there yellow signs posted at every intersection of road and trail that would be affected? Are yellow signs posted all along all the proposed routes in the large green spaces and natural habitats that would be destroyed by running an (unnecessary) high speed road and/or bridge(s) through them? No, there aren't.

Signs need to be larger.

This should also be done for proposed new roads, along the proposed new routes. The signs should be larger.

These signs are often absent and/or not noticeable. These must be billboard size to be noticed. I have not seen any on-site signs for the precinct planning, only for smaller projects (and if there is already an approved plan, changes are highly unlikely). We should not have been limited to our top three choices for this question. It prevented me from commenting on the other mechanisms.

Social Media

The onsite postings are currently dense and tell the reader almost nothing without them having to resort to reading the bylaws or code. Plain language postings would be much more useful

Mailbox drop depends on the magnitude of the change being proposed.

Fast communication
Could have a tag on the onsite posting so people can link to detail on the website.
Could have an app. Facebook doesn't organize as well to find items but is good for notification

Yes - use Twitter to steer people to winnipeg.ca.

Facebook is fine; Email is better

social media is a good way to reach people, but to ensure that it actually gets out to the right people is hard - sponsored ads on Instagram or Facebook depending on location may be a possibility?

Isn't this obvious? It's free. Most people get their news online. It's easy for people to share with neighbors. I suspect that the only reason that this isn't done is because planners and developers don't really want residents to receive notice. Honestly. That would be shameful. Planners have to plan for everyone. Residents aren't just a headache. We are Winnipeg. We raise the kids, pay the taxes, do the work that keeps the city humming, employed, functioning, enjoyable, healthy, caring, welcoming, trained, and hopefully prosperous. Don't treat residents like a headache. Treat residents like the people that you represent and to whom you report.
Social media notice should be automatic, in addition to the other forms of notice. There's no guarantee that anyone will see it, but the cost is limited and it's shareable.

Suggest another

Email Notifications for those who sign up to receive them.

A survey of the surrounding area for distribution should include the approximate number of residents notified in the circulation area(s). This total population should be weighed against the number of people in opposition of an application. If it is less than 50% of the population, and the planning department is in favour of the application, why are we negatively impacting our City for the minority?

Email

An email list?

Information Display

Notification

Access

*the three items listed above are the areas that could be improved. then the next section should ask how do you improve them and then you could use some of the priorities here. I am unable to complete the next tab (strategies) without putting some of the priorities items above the line. But since it's the wrong question being asked or maybe you're looking for responses that you want to hear.

Email via our elected official

TV

It's difficult to get engaged in discussions about means of notification. It's secondary to making a neighbourhood plan and sticking to it. I don't think it really matters how the public is informed of changes if they know what the outcome will be anyway - that the public discussion is not likely to change the outcome.

Email

Not enough room for comments overall. I was not able to complete section 3. It did work for me.

Couldn't enlarge pictures to read them.

I wanted to add a comment on the last page but there was no comment section. I wanted to send a picture of an onsite posting from a city other those that were listed but there wasn't an option. I learned of this survey from a Councillor but it wasn't my own. I get more updates about these things from Councillors other than my own"

Via Councillor's mailing list.

Send emails for to those in the affected neighbourhoods using information on the myutilitybill site.

Through e-newsletters from city councillors, as well as online, social media, mailbox, newspaper, and more. There is just not enough notification right now.

Have a point by point list I am bad with maps

Other online media as well

We Need another School Closer to University Cres or access to another catchment

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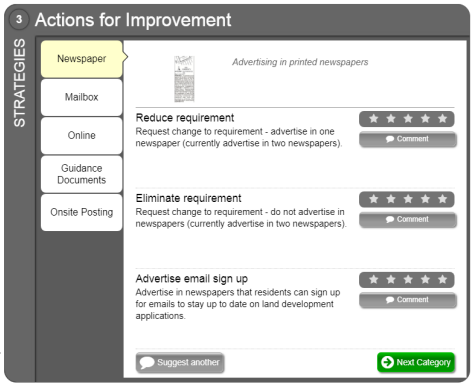
City of Winnipeg

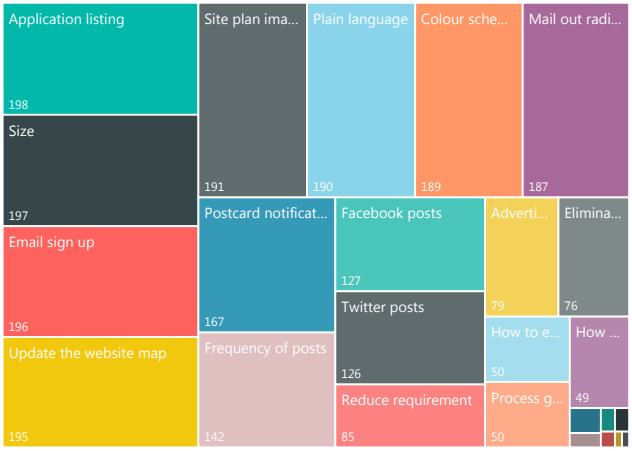
Land Development Application Notification Review

May 25, 18 - Jun 19, 18

Screen 3



Panels: Newspaper | Mailbox | Online | Guidance … | Onsite Po… | Social Me… | All Panels



Data points for this Screen:

Ratings: **2293** Comments: **222**

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City of Winnipeg | **Land Development Application Notification Review**

May 25, 18 - Jun 19, 18 | Screen 3

Below: Each rating item, showing how many times each item was given each rating, sorted by average rating.

Newspaper

Eliminate requirem…

1	2	3	4	5
57 (84%)	8 (12%)	- (0%)	- (0%)	3 (4%)

Times rated: 68
Average rating: 1.294

Reduce requirement

1	2	3	4	5
39 (54%)	11 (15%)	9 (13%)	6 (8%)	7 (10%)

Times rated: 72
Average rating: 2.042

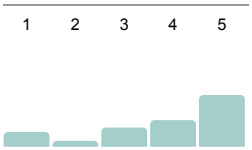
Advertise email sig…

1	2	3	4	5
9 (13%)	6 (9%)	7 (10%)	11 (16%)	37 (53%)

Times rated: 70
Average rating: 3.871

Mailbox

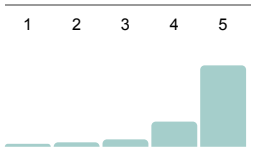
Mail out radius



1	2	3	4	5
18 (12%)	8 (5%)	25 (17%)	33 (22%)	64 (43%)

Times rated: 148
Average rating: 3.791

Postcard notification

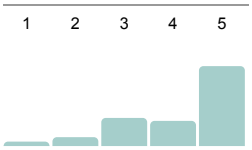


1	2	3	4	5
4 (3%)	5 (3%)	10 (7%)	31 (20%)	102 (67%)

Times rated: 152
Average rating: 4.461

Online

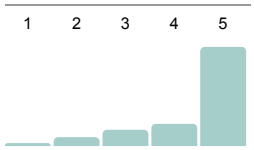
Application listing



1	2	3	4	5
6 (3%)	11 (6%)	36 (19%)	31 (17%)	101 (55%)

Times rated: 185
Average rating: 4.135

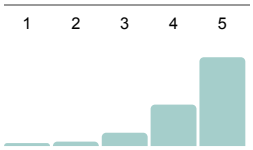
Email sign up



1	2	3	4	5
4 (2%)	11 (6%)	21 (11%)	28 (15%)	124 (66%)

Times rated: 188
Average rating: 4.367

Update the website…



1	2	3	4	5
3 (2%)	5 (3%)	17 (9%)	51 (27%)	112 (60%)

Times rated: 188
Average rating: 4.404

Guidance Documents

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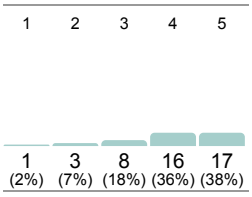
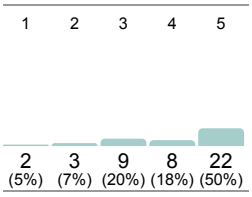
Process guidance



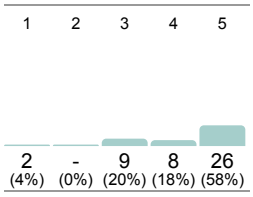
Times rated: 45
Average rating: 4.000

How to engage



Times rated: 44
Average rating: 4.023

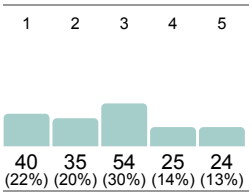
How to participate



Times rated: 45
Average rating: 4.244

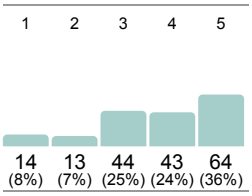
Onsite Posting

Colour scheme



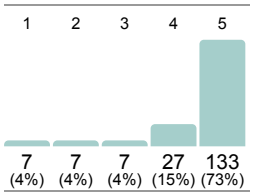
Times rated: 178
Average rating: 2.764

Size



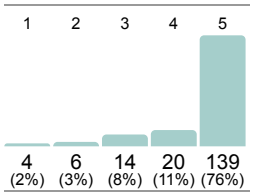
Times rated: 178
Average rating: 3.730

Site plan image



Times rated: 181
Average rating: 4.503

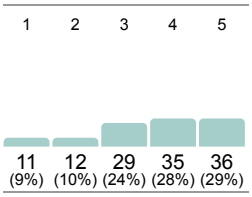
Plain language



Times rated: 183
Average rating: 4.552

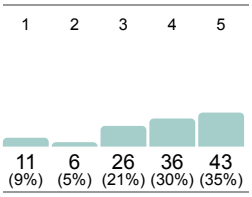
Social Media

Twitter posts



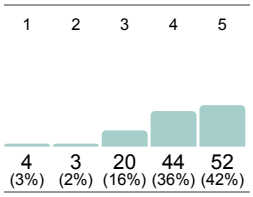
Times rated: 123
Average rating: 3.593

Facebook posts



Times rated: 122
Average rating: 3.770

Frequency of posts



Times rated: 123
Average rating: 4.114

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Screen 3 Comments

Newspaper - Reduce requirement This is undemocratic. Don't reduce means of communication I do not like this idea Current method reaches more people Requirements should be increased, not reduced, it is hard to find out what is happening to my neighbourhood as it is. Recommend at least one daily paper and the area community newspaper. city website is better than newspaper ads as a lot of people do not get the newspaper anymore as not environmentally responsible Better than nothing but many elderly people rely on newspapers and might be offended if notifications were only available in the one they didn't read regularly. Use the one with the most readership (as well as the widest readership) and which is sent to the libraries. The wording of this question is unclear Should be both papers and the community paper I admit the Free Press is the only paper I even read. This would be a requirement, in my mind. I can see how the free local paper, such as the Lance would make sense as not everyone pays for the Free Press. Everyone should have the right to know about developments that may impact them. Make sure that information is advertised mostly in the Saturday newspaper .... as well as their online newspaper. Don't reduce requirement. Advertise in Wpg Free Press and Winnipeg Sun
Newspaper - Eliminate requirement Bad idea! At the cottage, we don't have internet but we have a grocery store that sells the newspaper. Many Winnipeggers 'live' at the lake for most of summer and not everyone is 'connected' or chooses to be a lard butt in front of the tv. Advertising should be required There are many people who do not have access to computers or smart phones and may not have e-mail addresses, and many others who are not comfortable with technology like e-mails but still want to be engaged with the community. Most people can read the newspaper at a library or coffee shop or fast food breakfast spot, so newspapers serve an important information dissemination function. The notices would have to be eye-catching and consistent so people would actually read the notices. terrible idea Still accepted as the official go to place. Eventually, digital will match the print copy but pay for the print copy ad until that happens. I think newspaper is important. I don't think direct mail is cost effective and there is way to much internet noise - I would never seek this information online. I may or may not trip over it in social media. this should not be eliminated people still look at the newspaper for rezoning applications. It should remain as such but only in one paper, the WFP
Newspaper - Advertise email sign up What is this?....explain It needs to be clear when this is required, and that needs to be consistently enforced. Just because someone lives beside proposed development does not give them more say over it might be too costly his method "Still prefer from city councillor. But this should be monitored " May need to expand area depending on impact to area I did not say these had to be mailed. They are often hand-delivered. This works well as long as they are put in a safe location so they do not blow away. The main issue with these notices is that they often miss people who will be impacted by the development because there appear to be no precise guidelines. In one case, I did not get a postcard because they decided to deliver them only to the first two houses on my street and I am in the third house. In another situation the open house took place in a location too far from the proposed development. Yes! Not everyone has tv, news, etc. Not only this, but send information regarding WHAT will be developed and WHEN (construction schedule). These quick 1-2 page information leaflets should be delivered in a time frame that gives neighbours enough time to a) get the document. B) understand the changes. And c) have enough time to ensure they can attend hearing to support or bring forth concerns I personally think this is a great idea but many people disregard mailings. So, I think there should be a multi-pronged approach to informing everyone of the new notification methods. I think having a bold and uniform logo that would immediately identify that the postcard was notifying about upcoming development in the area and then people would be much more likely to take notice. How about a bright yellow backhoe photo on the front and then basic details on the back. Something eye-catching and memorable and consistent. 200-300m radius This method would ensure that all affected residents would be notified.

Neighbouring properties should receive direct notification of all proposed developments
I think you would see more engagement and vocalization if the neighbour is targeted I think this could be a lot of notices so maybe they are limited to those identified as higher impact appeals/ variances (using some set criteria)
The postcard should look official and not be confused with junk mail

Mailbox - Mail out radius

too open to abuse...people not being informed of a change to their neighbourhood
100 meters IS NOT enough! Make it at least 300 meters!
I feel it should be the whole block on both sides of the street
Don't understand this.
That is too small a radius for a major zoning variance or development project.
The mailout should be to the adjacent neighbourhood.
This radius should increase based on the size of the development. If variances or conditional uses are applied for by industrial users that radius should increase up to a minimum of 800 metres due to the potential impact of med to heavy industry having an impact over a potentially larger area (ie Metal Recycling)
100m doesn't even begin to cut it for anything larger than wanting to turn a single family into a duplex. Absolute minimum of 500m
Increase radius to .5 km
Has to be more in some cases
All citizens should be made aware of major developments. Most people do not work where they live and so they may miss the announced development in the area they work in.
100 metres (300 feet) is totally insufficient. This is only three houses on each side of the property. A new condo in my neighbourhood affects traffic on the entire street not just the first three houses!
What is the radius now? Should be increased, especially if newspaper notification requirements are reduced.
The radius should be wider.
Depending on the importance of the development may need a larger radius of notification
Larger radius for larger projects
bigger radius
Mail out radius needs to be much larger than 100 meters. A minimum of 500 m would be required.
100 metres is pretty minimal, though I recognize it would reduce costs to keep it that small.
hmmm seems tough to put a distance on who to communicate to on matters that may effect a wider radius than 100m again, I would hope that the communication effort would go out to those directly effected for each notice which can go either way from a whole neighbourhood to only a few neighbours
Try 1000 meters around the site
Yes May need to wxpand
How about a radius of several blocks in each direction?
The radius should be greater than 100 m
I'm not sure I want to leave this up to an individual's discretion
City planner should be able to "customize" not just increase
Make it 2 block radius
100 metres is not very much. I would like to know what is going on in my whole neighbourhood.
200-300 radius
The 100 meter radius might need to be extended depending on the type of land development and its potential impact on the community.
Ok got it
don't think 100 meters is adequate for something that will significantly change the nature of a neighbourhood
I think with big things you should increase to 1km
A much larger mail out radius is needed, say 400 meters
Needs to be a larger radius than that .... more like 1 mile or more radius, depending on it's impact to the surrounding area.
I think it should go out to everyone in the affected community, i.e. North River Heights, etc.
100 meters may be a minimum, but what is the maximum? The bigger the project, the bigger the impact, the greater number of persons affected.
Mail out radius should encompass the entire borough so that residents are aware

Online - Update the website map

This is poorly done to date as well as on site advertising. The on site advertising is small and difficult to read or even understand.
Have to be able to find it.
Have to find it
Perhaps a more user friendly map could be created.
Always have a full zoomable map to refer to that is constantly updated with footnotes of when updated and what
Wow!!!! Major developments have a greater impact on residents than a variance or rezone. I am stunned that I find nothing about Parker on the city of wpg website!!!!

Also include the development of precinct plans, area structure plans, development overlays, etc.,

Online - Application listing

All 3 ridiculous and not practical.
I generally do not check this.
Again have to figure out where to find it.
Difficult to find specific
Having a comprehensive list linked to city areas gives people a better overview of what is being applied for and if linked properly should give people the ability of comment on the proposed applications
This would be very helpful if people knew there were developments planned. So, without e-mail or other notice, this would be a wasted effort. combined with e-mail or mailbox, then I would give it more stars.
Likely people will not access this but it will be great for those who have a need to do so.
Sorts should include by type and by location
These all seem like good forward-thinking suggestions. Just make them easy to FIND on the City of Winnipeg website!
The City's website is difficult to navigate. Have this information available in an easy to find location and ensure it is in the same location for every application.
Provide filter options so individuals can search through these based on certain criteria (i.e. variance type, cost, size, neighbourhood, etc.)
A listing such as the police dept posts for crime in each of the four areas of the city
Post all notifications affecting the land - including appeals. Too often it is possible for appeals to go in-noticed. This is very frustrating. The community sees one plan but by the time construction begins so many changes have been allowed (through variances and appeals) that the public feels (and has essentially been) deceived by both the city and the landowner.

Guidance Documents - Process guidance

Emphasize user friendly guide. Went into the website to try and find this survey (on the page it was listed). All the text was confusing. Keep it simple. People want clear and concise points.
Short blurb
In plain English please!
City administrators and developers do NOT follow the legal processes/protocols. Parker Wetlands destruction is a critical example! No plan approved! No permits! The forest and wetlands should still be standing!
currently application process is slow and too many hurdles should be fast and simple

Guidance Documents - How to participate

Very poorly communicated and quite honestly it seems that the process actually detest people from commenting or laying out concerns unless it’s a bigger in the ne a type application.
As long as this information provides information to those who may be negatively affected by the development application
Include information on local community organizations like the neighbourhood renewal corporations so people find ways to get more engaged generally, with organizations that can help them coordinate and consider development in their neighbourhoods with other residents.
residents responses/concerns should be taken seriously. How do we present them so they make an impact?

Guidance Documents - How to engage

This is an area that needs significant improvement. Developers do minimum consultation to be able to check a box and the concerns raised by community members rarely gets considered when permits/approvals given. It pretty much appears to be lip service doing this type of engagement.
It's valuable to make the best use of everyone’s time, but tax dollars shouldn't be spent educating developers, they should seek that training on their own.
Explain more
Include how they can get community feedback via local organizations like the neighbourhood renewal corporations. These groups often have a community-led plan in place that identifies priorities - developers can create relationships and get good feedback from these groups, even before going through the formal process.
Serious penalties for those developers who fail to follow protocols. Penalties for administrators who fail to enforce.
Update information at a very early stage of the application for those who may be negatively affected by the development application on how they can effectively oppose the application

Onsite Posting - Plain language

Les affiches sont claires et précises.
The wording is in "legalese" which can make the posters harder to understand.
Also provide contextual images of the site with before and after proposals if applicable!
Signs should be English and French at both the front and back of the site up for development
The use of plain language would be helpful for community members wanting accurate information on the intended land development project.
This should be a priority.
I often try to read the on-site posters as I see them. I have a master's degree and my spouse is a city planner, and I

have NO IDEA what they refer to. I want to know what is proposed to be changed or accepted, so that I can decide for myself if it is an important issue to be concerned about or not. Currently I just assume nothing is important because I can't understand it, and that if it mattered it would be shared through another means because the posters are so obscure and full of jargon.
This is most important. These are indecipherable for even well educated and informed community members. Plain language should also consider accessibility - keep it at a low language level and in large print with well contrasted colours (dark letters on light background), even considering eventually having braille options. Content should include something about the right of community members to indicate support or concerns for projects - people need to know they are allowed to influence this process.

Onsite Posting - Site plan image
I don't remember seeing much of this on posters near here.
What if they don't know what it is yet?
I like the idea of an image, but it is important to realize that an image is not always available and that it is better to have no image than something that is made up for the purpose of having an image
What the development "would" look like
Ottawa has great examples of notification signs. They are clear, simple, and easy for the public to understand
This would be very helpful.
I'd like there to be accountability in terms of the image/actual development. In my area around Corydon, the actual buildings end up being uniformly ugly black metal/glass/brick modern structures that do not reflect the historic character of the neighbourhood.
Add artist rendering
Yes! But the language and written details are more important, so focus there first.
A map is crucial. It should be scaled to show more of the surrounding area. I have seen many maps that are difficult to even determine where the parcel is located because it only shows the boundaries of the parcel - not its larger geographic context.

Onsite Posting - Colour scheme
Keep it one colour that’s easy to spot. In fact, make the colour neon and make it twice as big.
Should be noticeable - City colour scheme is not relevant
why should that matter
It's fine that these posters would be in City of Winnipeg colours, but it makes no difference to me
The City of Winnipeg colours are secondary after readability and size. But a logo or header that indicates the city is putting these up would be great.
I like the idea for a colour scheme but maybe one that colour codes the type of change (yellow - zoning, red - variance, etc).
Design poster to be visually appealing and eye catching
The sign must capture attention. The city colours are not eye-catching.
I don't really care. It'd be good if the signs remained brightly visible.
Should be color-coded to match the application type.
Should be attention 'grabbing'.

Onsite Posting - Size
opens the door to small, non-readable posters ie. non-notification
Signs should be consistent to encourage people to recognize them immediately. Also "potential impacts" can be too subjective and what's not important to some can be extremely important to others. The dog park strategy is an example of this.
Make things consistent. Large and in charge works best in my opinion.
This would be absurd for huge developments, but a large notice would be helpful
size should be the same for all applications, no matter the development size. The sing should be larve and visible enough even if it is for a 4 unit rezoning. And you don't want a sign the size of a football field for a 400 unit rezoning application
all should be standardized and sized to read from say 5 feet.
Depends on the development. All of the signs I've noticed seem to be the same size, and not very big for a major development, like at Grosvenor and Lanark
This item needs more information in order that an informed decision can be made.
Somewhat ambiguous? Proper to scale is what I am looking for
Not sure what this means?
Except don't make them too small - a minimum size would be important.
Bigger signage with easier to read lettering
More importantly, the minimum size, layout & colours should be large enough to easily see it while walking or driving past.
I like the idea but can be arbitrary. A big impact for one might be small for another.
Relate size to the scale of the development, not presume "the impacts"
Size of on-site postings should match the scale of the context. For example, a notification related to a sign or

billboard may be minor in nature, but if located along an auto-oriented street it should be of a scale that would be noticed by those in passing cars.
Make the sign much larger than past postings, visible from every side
challenge is - who is assessing the potential impacts?
I don't understand this - how can the size of the posting match the size of the development?

Social Media - Twitter posts
not all people use twitter
Twitter is a great way to communicate the message. however if I was following a Twitter account of all the city bylaws variances etc on one site I would probably start to ignore them. it would be great to have a twitter account to follow these notices for just my area
Don't care about twitter as I don't use it.

Social Media - Facebook posts
Facebook is a NIMBY cesspool and hard to moderate comments and discussion -- could spiral out of control. Restrict comments or focus on Twitter updates.
Facebook requires you to sign in to view most items. Not as accessible. A lot of work places also have it blocked.
not all people use Facebook
Can you somehow gear posts to particular areas or groups?
there was a public hearing on a bylaw appeal in my neighbourhood recently and if it wasn't posted on Facebook through our neighbourhood group I would have never known about it. I was happy to have the chance to speak up against the variance. I think this was effective because it was posted on a group specific to my neighbourhood and not just on a site with all the public hearing notices for the city.

Social Media - Frequency of posts
2-4 weeks!! People need time to plan for sitters or get time off work. These can take weeks in advance. One week makes the city look shady. As if it’s trying to rush things so people will not have adequate time to come OR not hear about it in time.
Not enough time allowed because they obviously have an abundance of time before development but they don't generate acceptable time frame for the public ... Unfair policy
Too late. Should be posted two months prior, one month prior, three weeks prior, two weeks prior, one week prior.
One week's notice is insufficient. Two weeks would be far better.
"I would make a post of 1 month, 2 weeks, and 1 week.
People get busy, they need reminders and usually more than a weeks notice to leave time for things."
Do for 3 weeks, not one week. Post at different times of the day, several times a day for Twitter. I don't use Facebook so can't comment on how to do that one.
More than week ahead
More than ONE week notice is required!!!! Especially for major development application. At least one month or more for them!!! People have to plan and adjust their schedules to ensure they can come and voice their concerns.
May need more than a week in some cases
should post all requests with links to increased detail.
Post it weekly starting a month in advance so people actually have a chance to schedule around something else.
Promote also day before
Advertise day before
Depending on size and impact, multiple postings should happen. One far enough away to prepare for a hearing and one closer to the hearing as a reminder at a minimum.
"Post 5 times.
In 4 weeks...
In 3 weeks
In 2 weeks
In one week
Tonight! "
"1 month prior if people click interested or going send reminder 1 week prior"
this should start a few weeks in advance, as not all users will see one post in their news feed. Which is what most will most often check
yes posting a week before at least and reposting once or twice again prior to the hearing.
It should be at least a month, if not more.

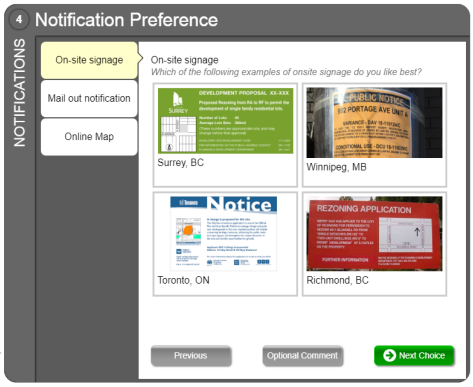
MetroQuest
Engagement...optimized

City of Winnipeg

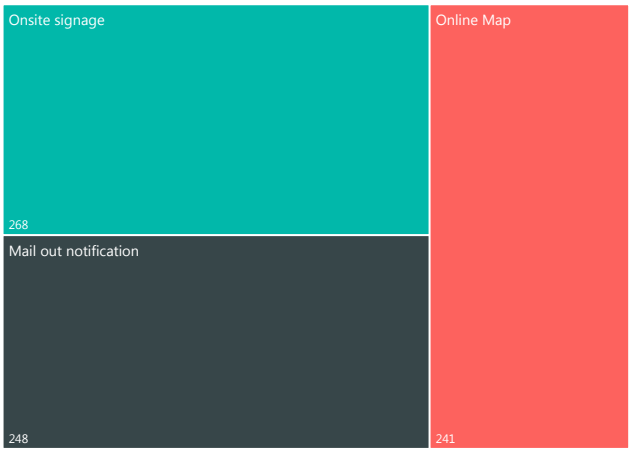
Land Development Application Notification Review

May 25, 18 - Jun 19, 18

Screen 4



The number of times each question was answered.



Data points for this Screen:

Responses: **757** Comments: **75**

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MetroQuest
Engagement...optimized

City of Winnipeg | **Land Development Application Notification Review**

May 25, 18 - Jun 19, 18 | Screen 4

SURVEY ↓ Below: Survey questions showing answer breakdowns. Note that comment data is found in the downloads.

Edmonton AB

101	Edmonton AB
101	Total

Map1

44	Map1
44	Total

Map2

130	Map2
130	Total

Map3

67	Map3
67	Total

New Westminster BC

31	New Westminster BC
31	Total

Richmond BC

109	Richmond BC
109	Total

Surrey BC

150	Surrey BC
150	Total

Toronto ON

77	Toronto ON
77	Total

Vancouver BC

30	Vancouver BC
30	Total

Winnipeg MB

18	Winnipeg MB
18	Total

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Screen 4 comments

Selection	Comment
Richmond BC	I like these options better https://www.citylab.com/design/2017/08/atlantas-planning-department-makeover/537153/
Richmond BC	you aren't comparing apples to apples - the applications outside of the Winnipeg example are all major applications and the Winnipeg one is for a variance
Toronto ON	Winnipeg needs to make advertising way easier to understand especially in terms of ability to comment or attend a public hearing on the application. The current signs are far too small and very difficult to understand - most specifically related to residential variances.
Richmond BC	I would prefer a mix between Richmond and Toronto. The narrative/explanation on the Richmond option strikes a good balance between technical and plain language. The design leaves something to be desired. Toronto has a much better design
Surrey BC	Toronto's looks they cleanest, so I would use that style, but I liked the clarity of the text on the one I selected. It broke things down into understandable terms, had great line spacing, and had an attention getting header. If you intend to / have to keep our wording on ours, I have a few suggestions. Put the Public Hearing as the header. If people read jargon first they stop reading if its confusing to them. Public says "I should maybe hear this out as it may pertain to me". Also better line spacing for the jargon. The wording is tricky, dont make it harder. If you can, simplify it like this sign did. Finally an image with the address, and a link to more info and design plans. People hate making calls. You can keep the phone number on there for non-tech savy people, but most won't want to call. And I am sorry, but really guys? Seeing this, its really bad. Our signs look homemade... :(
	I am not able to move the images up or down. Winnipeg bottom, Richmond 2nd. Green red blue orange last
Toronto ON	I like the yellow sign as it stands out and is familiar to most people. But graphics and content need to be improved as noted in other jurisdictions.

Surrey BC	Surrey BC is best. Visual, numbers available. I hate Wpg's signage. Out dated.
Winnipeg MB	Obviously, because it's the format we are used to, we will read it but it could be the same background but contain maps and different information so that the information is easy to read.
Richmond BC	Winnipeg's existing bright yellow is eye catching. I have walked up and read the sign when I see one. The lingo is a bit legal rather than plain language. The Richmond signage in red is eyecatching and seems to have understandable information. The other two are too subtle. The logos and branding are unnecessary.
Richmond BC	all of these are very small but the red one seems to stand out the best
	There is nowhere to download on this site so I can't show you a sample. I wasn't able to enlarge the pictures so it is difficult to comment because I can't read the content.
Richmond BC	Put in English so people know what is being said not in planner talk that does not describe what is being proposed so that the residents do not understand until they see something going up
Toronto ON	This application in itself is unclear
Richmond BC	All of these are too complex. Simple site location, rendering, process info.
Surrey BC	Of the 4.... Toronto's is by far the BEST VISUAL & info description
Richmond BC	basically like all but Winnipegs!
Richmond BC	bright colors are more likely to attract peoples attention.
Richmond BC	None of these show enough detail. A link or QR code to more information online is also needed.
Toronto ON	an image of proposed site rendering would be better.
Richmond BC	the Winnipeg sign is not "easy" to read.
Toronto ON	Bigger map. Red or yellow attract attention. All caps (Richmond) is too hard to read.

Postcard notification survey comments

Selection	Comment
New Westminster BC	The first option that clearly spells out engagement options is excellent, but more plain language explaining to residents what exactly the changes will be is necessary
Surrey BC	While I selected Surrey as it was eye catching, clean, and easy to understand, I do like Vancouver's for containing the extra details in a clear and understandable way. I would say use the Surrey type on one side to catch the eye, and the Vancouver type on the other for further clarification.
Vancouver BC	Add a map to Vancouver's and it s great.
Surrey BC	Source of notice is clear. Location is clear.
Surrey BC	None. Simple format with photo of proposal, site plan, plain language info.
	Surreys is BEST
	None of these are reader friendly, or in plain language. Theses styles wouldn't engage a resident.
Surrey BC	Of these, Surrey is the best but it should be done for the development application as well as the hearing. There is often years between these two steps.

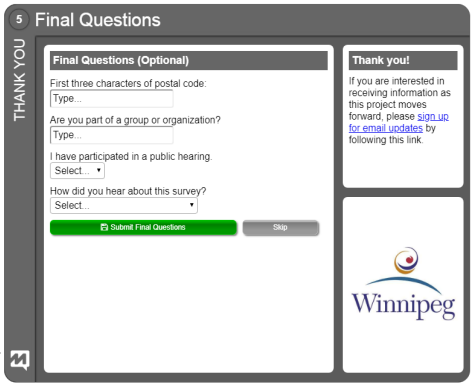
MetroQuest
Engagement...optimized

City of Winnipeg

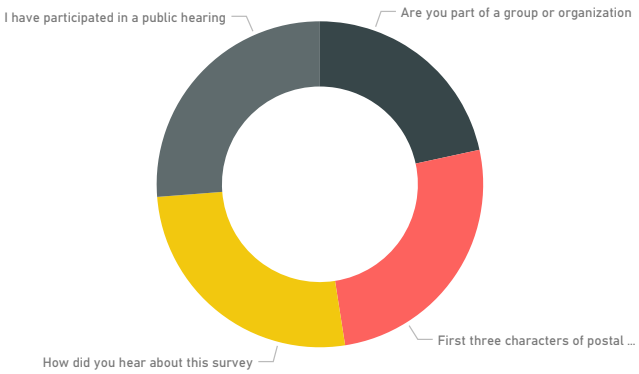
Land Development Application Notification Review

May 25, 18 - Jun 19, 18

Screen 5



The number of times each question was answered.



Data points for this Screen:

Reponses: **972**

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Below: Wrap Up questions showing answer breakdowns.

How did you hear about this survey

85	Social media
79	Councillor
40	Other
23	Public engagement newsletter
17	Word of mouth
8	Organization
3	City of Winnipeg website
255	Total

I have participated in a public hearing

125	Yes
118	no
12	Not sure
255	Total

Are you part of a group or organization

Too many responses have been given for this view. See excel download for data.

First three characters of postal code

Too many responses have been given for this view. See excel download for data.

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