

Memorandum

Date: December 8, 2020

To: Members of Council

From: Laura Hall, Director, Corporate Services / Town Clerk

Subject: Ward Boundary Review – Public Engagement Process Update

The purpose of this memo is to provide an update on the Ward Boundary Review which resulted from the approval of the recommendations within [Staff Report 2020-0007](#). Since the previous update on September 29, a comprehensive public engagement campaign, described in detail below, has been carried out to build awareness about the review and seek feedback from residents.

Public Engagement Campaign

Over the past two months several approaches have been used to build awareness and drive public participation in the Ward Boundary Review. To provide opportunities for residents to become educated about the review, a dedicated webpage (caledon.ca/wbr) was launched that includes a:

- frequently asked questions section;
- video describing the Ward system and purpose of the review;
- map for residents to locate their Ward or learn about Council;
- quiz about the history and demographics of the Town.

Public Engagement Meetings

Five two-hour public engagement meetings were held online between November 4 and 18. This provided an opportunity for residents to learn about the Ward Boundary Review and give feedback on the existing Ward structure. Meetings were directed by staff while the Town's consultant, Watson & Associates Economists Ltd. (Watson), provided a presentation before answering questions and receiving comments from the public. A recorded version of the presentation and an in-depth discussion paper prepared by Watson were made available on the Town's website for those who could not attend a meeting. Further, a survey was launched in early October which will remain open until December 31, 2020. This provides an additional opportunity for residents to give feedback on the existing Ward structure.

In addition to the Town's website, opportunities to become engaged in the review and provide input were promoted in several ways. Advertisements highlighting the survey or public engagement meetings were included in local newspapers and the Town's e-newsletter (total distribution of 2,266) for six consecutive weeks from October 1 to November 12. Through that period opportunities were further promoted by numerous posts on several social media platforms. Finally, residents were provided the option to join a mailing list to stay informed on the project.

Participation by the Public

Approximately 25 residents registered and participated in the Ward Boundary Review public engagement meetings held in November. At each meeting participants had the opportunity to engage directly with the consultant to ask questions about the review process or provide comments on the existing ward structure. Diverse feedback was received including opinions on which guiding principles¹ were the most important to consider and unique perspectives and issues from each ward were raised.

Although residents had the option to use a form to provide written comments if unable to attend a meeting, questions and feedback received by e-mail were provided to and answered by Watson as required. Further, two individual phone meetings were completed by the consultant to follow up with participants for more information in one case and to accommodate a resident unable to participate in a meeting. Finally, to date a total of 210 individuals have responded to the survey to provide feedback on the Review.

Next Steps

The important feedback from residents received through the public engagement campaign, will be carefully considered by Watson to inform their analysis of potential Ward structures. In the first quarter of 2021, Watson will deliver a presentation to Council with a status update on the review and proposed options before engaging in the second round of public consultation seeking further input on the proposed options. Following this, Watson will complete a final report to be brought forward to Members of Council for consideration.

¹ The guiding principles, informed by the Supreme Court of Canada and various Ontario Municipal Board (now LPAT) decisions, were approved by Council through Staff Report 2020-0007 and include effective representation, representation by population, communities of interest, future population trends as well as physical and natural boundaries.