



# Joint Planning Area 3 CONTEXT STUDY

Community  
Engagement  
Phases 1 & 2

**WHAT  
WE  
HEARD  
REPORT**

MARCH 2024

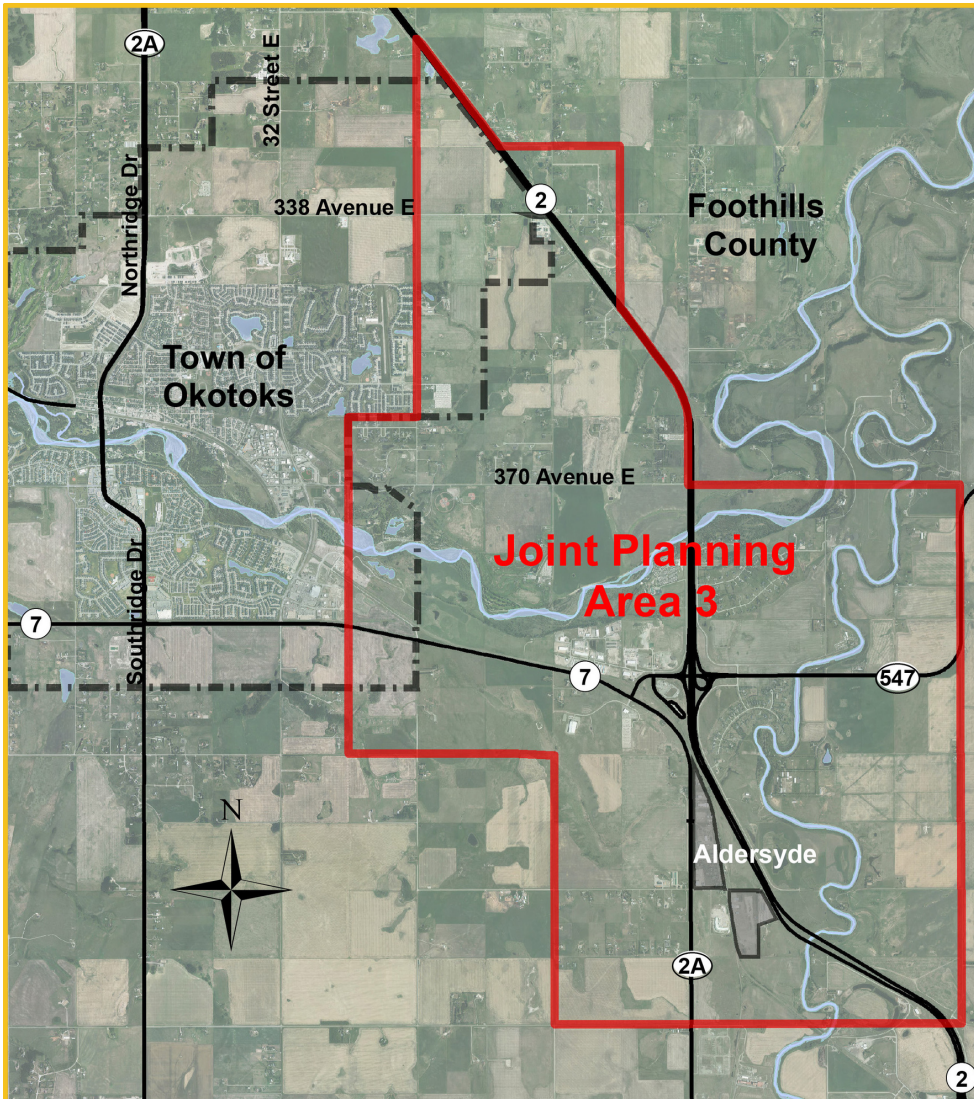


# BACKGROUND

The Town of Okotoks (Town) and Foothills County (County), are required to work together to create a context study for Joint Planning Area 3 (JPA 3) under the provisions of the Calgary Metropolitan Region Board (CMRB) Growth Plan.

The Context Study should address the coordination of land use and servicing for JPA 3 which comprises land in both the Town and County as illustrated in the map below. It is anticipated that portions of JPA 3 will accommodate significant growth and development over the long-term (60+ years).

Both municipalities approved a Terms of Reference as a guiding document for the Context Study process in January 2023. The JPA 3 Context Study is required to be completed by August 2025. Through the process of completing the context study, the boundaries of the study area may be refined.



## CURRENT CONTEXT STUDY AREA

JPA 3 identified as one of the CMRB Growth Plan's Preferred Growth Areas

Encompasses approximately:



5252.5 ha  
12,979 acres



Foothills County  
4,610.4 ha  
11,392 acres



Town of Okotoks  
642.1 ha  
1,587 acres

# COMMUNITY ENGAGEMENT

The Town and County are committed to engaging with landowners, residents, businesses and other key interested parties when making decisions that have the potential to impact them.

The Joint Planning Area 3 Context Study Community Engagement Plan contains three phases: Phase 1 - Q3 2023 (project introduction and survey); Phase 2 - Q4 2023 (public open house and survey) and Phase 3 - Q4 2024 (share draft Context study and seek feedback from interested parties and the public). The Engagement Plan was approved by both Councils in June 2023.

The objective of community engagement is to provide information on the study requirements and community engagement opportunities and to gather input from interested parties (including landowners, residents, businesses, etc.). This input will inform the vision and guiding principles for the JPA Plan Area as well as help shape the plan area boundaries. Initial feedback from Phases 1 and 2 engagement will also help formulate the initial land use, transportation, open space and servicing strategies that will comprise the first draft of the plan.

This document is the summary of Phases 1 and 2 of the Engagement Plan.

## Phase 1

Landowners and identified potentially impacted parties were contacted by letter or email. The letter/email informed them about the project and provided an opportunity to express their thoughts for the plan area through a survey (on-line or hard copy). An offer was also made for in person or virtual meetings.



## Community Engagement Plan Phases



Phase 1: **Q3 2023**  
Project intro & survey



Phase 2: **Q4 2023**  
Open house & survey



Phase 3: **Q4 2024**  
Share draft Context Study & seek feedback

## Phase 1 Survey



Community Engagement (survey) was at the **CONSULT** level



The survey was conducted online and available as a hard copy from **July 26-September 30**



**63** Responses

# COMMUNITY ENGAGEMENT

## Phase 2

Landowners and identified potentially impacted parties were contacted by mail or email and invited to participate in Phase 2 engagement activities. These included an in-person public open house at the Cavalry Regional Field House on November 2, 2023 as well as a survey (on-line or hard copy).

The open house and survey were also advertised to the general public in the Western Wheel, on both municipal web sites and social media platforms, and through digital signage. Feedback was requested on a draft vision for the JPA Plan Area, some suggested objectives for the Context Study project and perceived opportunities and constraints.



## Phase 2 Survey & Open House



Community Engagement (survey) was at the **CONSULT** level



The survey was conducted online and available as a hard copy from **November 2 - December 1**



**60** Responses



Community Engagement (public open house) was at the **CONSULT** level



The public open house was held **November 2**



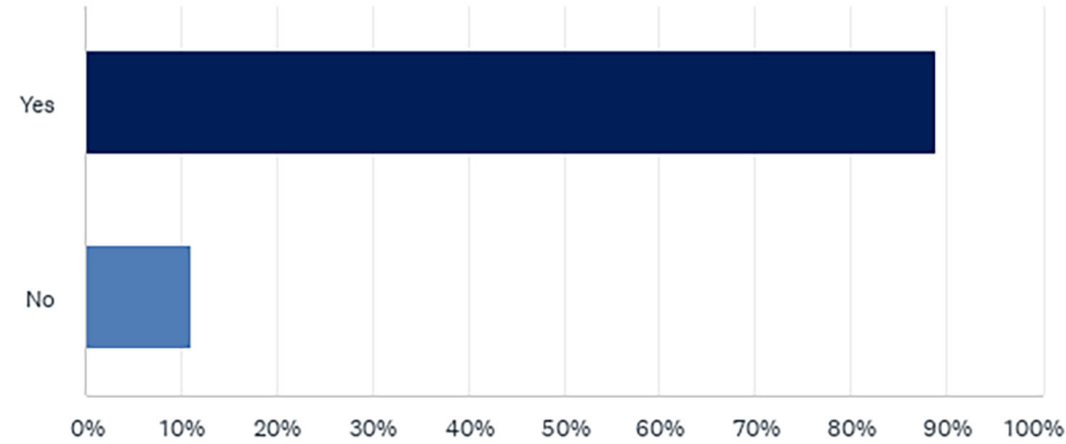
**177** Attendees

# PHASE 1 SURVEY FINDINGS

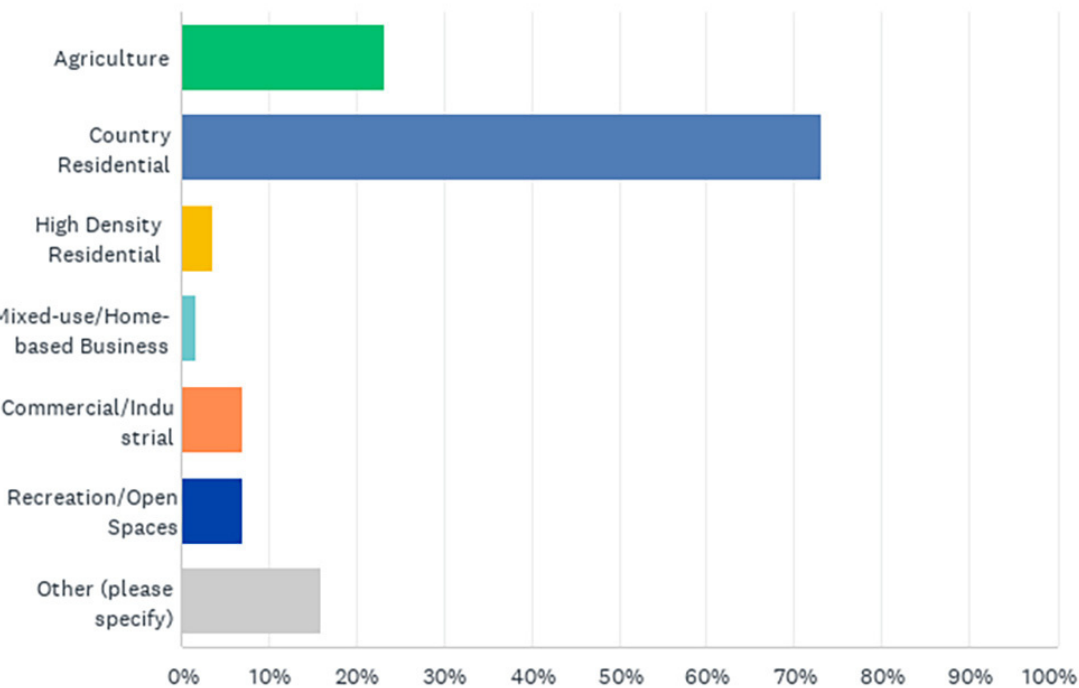
Below are the detailed findings for each survey question.

## Questions

### Q1. Do you own land in the JPA 3 study area?



### Q2. Currently, what is your land being used for? Check all that apply.



## Phase 1 Survey Highlights



**89%**  
Land Owners



**11%**  
Other Interested Parties (not land owners)



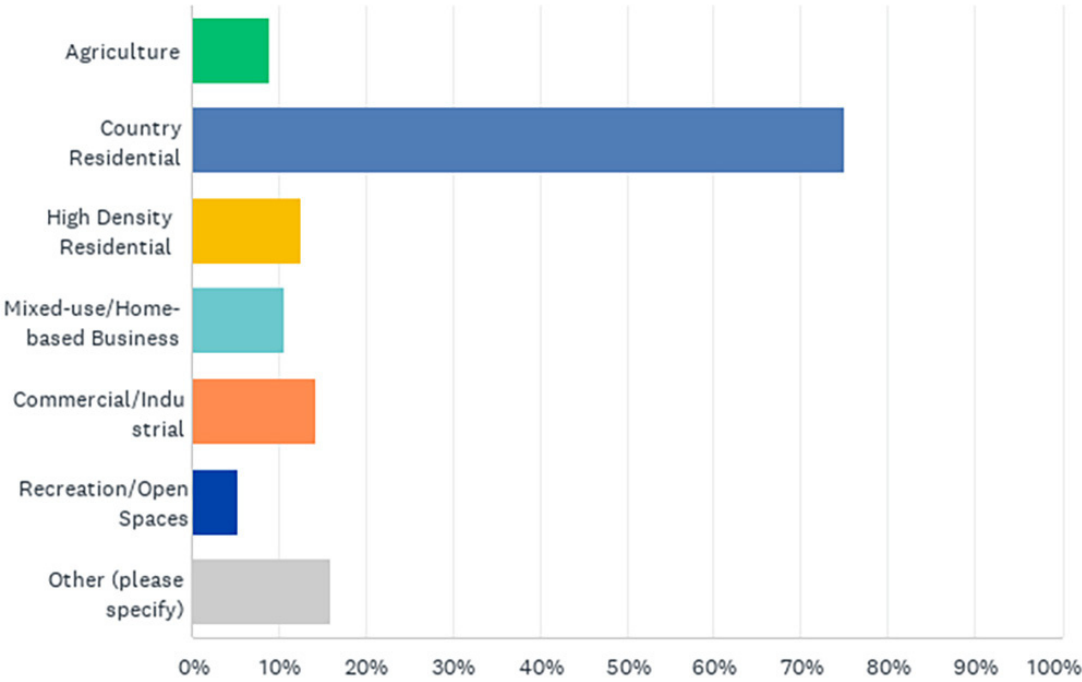
**73%**  
Country Residential



**23%**  
Agriculture

# PHASE 1 SURVEY FINDINGS

**Q3. In the long-term, what do you see your land being used for? Check all that apply.**



## Phase 1 Survey Highlights

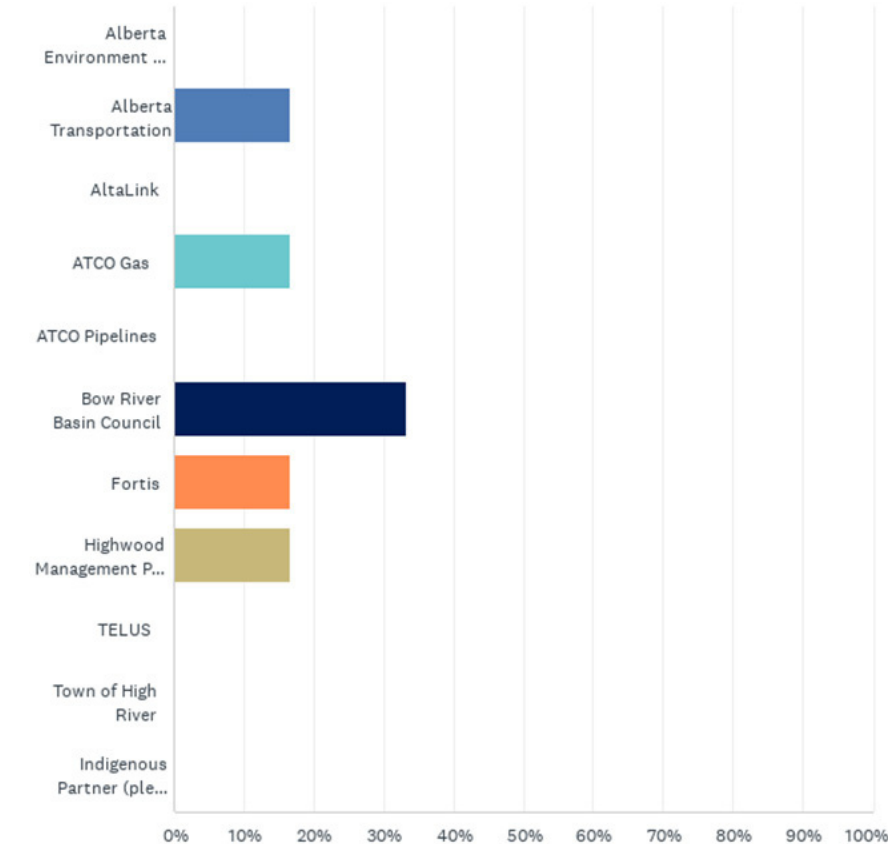


**75%**  
Country Residential



**9%**  
Agriculture

**Q4. Please indicate which interested party you are part of (please select only 1)\***



**11%**  
Survey respondents made up of other potentially impacted groups

\* Only those that answered "no" to Q 1 were prompted to answer this question (skip logic applied)

# PHASE 1 SURVEY FINDINGS

## Q5. What do you feel are the top 2 opportunities in the JPA 3 study area?

The most common responses for the top opportunities for the context study area were:

- balanced residential, commercial, agricultural, recreational land use
- creating commercial and industrial development opportunities
- traffic concerns and safety
- water supply & management

## Q6. What do you feel are the top 2 challenges in the JPA 3 study area?

The most common responses for the top challenges for the context study area were:

- Water supply and management
- Traffic concerns and safety
- Concerns regarding high density development in the area
- Need for long-term comprehensive planning and managing area along boundaries
- Preservation of agricultural land

## Q7. If the Town and County were to work together to accomplish one thing in the JPA 3 study area, what should it be?

The most common responses for the top collaborative priorities:

- water supply & management
- appropriate development types (concerns regarding high density)
- developing safe and efficient transportation infrastructure



### Phase 1 Survey Highlights

#### Top Opportunities



- Balanced Land Use
- Agricultural Land Preservation Growth/Development
- Traffic Safety
- Water

#### Top Challenges



- Water
- Balanced Land Use
- Traffic Safety
- Infrastructure
- Government Intrusion

#### Top Collaborative Priorities



- Water
- Appropriate Development Types
- Safe/Efficient Transportation Infrastructure

# PHASE 1 SURVEY KEY FINDINGS SUMMARY

Below is a summary of the key JPA Context Study Area survey 1 findings. *Note that most respondents were Foothills County residents.*

- **Current Land Use**
  - 73% Country Residential
  - 23% Agriculture
  - 16% Other Uses
- **Landowner’s Anticipated Future Long-term Land Use**
  - 75% Country Residential
  - 9% Agriculture
  - 16% Other Uses
- **Top Opportunities**
  - Water Management
  - Balanced Growth
  - Creating Commercial & Industrial Development Opportunities
  - Developing Safe & Efficient Transportation Infrastructure
- **Top Challenges**
  - Water Management
  - Traffic
  - Managing Density
- **Top Collaborative Priorities**
  - Water Management
  - Appropriate Development Types (Density)
  - Transportation
  - Developing Safe & Efficient Transportation Infrastructure



## Phase 1 Survey Key Findings

**Current Land use vs Long-term Land use**



Country Residential

73% vs 75%



Agriculture

23% vs 9%

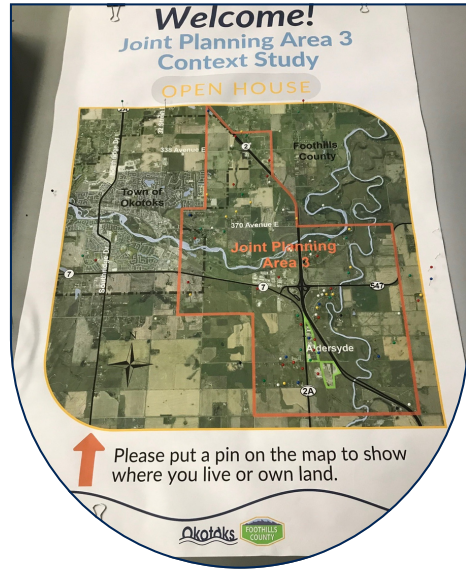


# PUBLIC OPEN HOUSE

A public open house was held on Thursday, November 2, 2023 at the Cavalry Regional Field House in Aldersyde.

The open house was very well-attended with 177 people taking part (majority being Foothills County residents). The open house was a come-and-go style with presentation boards set up for people to review information including:

- purpose of the project
- the Calgary Metropolitan Region Growth Plan
- draft vision for the plan area
- guiding principles for the Context Study
- preliminary maps illustrating existing and planned transportation and servicing infrastructure



## Public Open House Highlights



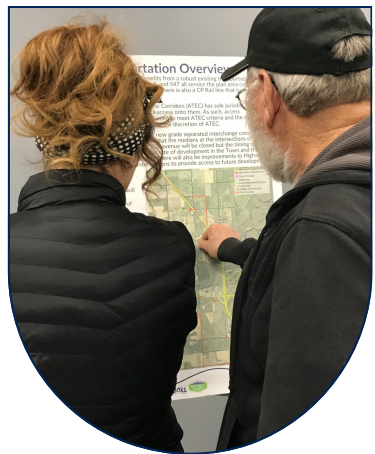
Community Engagement (public open house) was at the **CONSULT** level



The public open house was held **November 2**

**177**

Attendees with the majority of attendees being Foothills County residents



# PUBLIC OPEN HOUSE

Interactive boards were available at the open house. One was a map to have people pin their approximate land/business location as well as one for them to provide input.

Attendees were also provided with a hard copy of Phase 2 Survey 2 that they could fill out and leave with staff or take with them to fill in at home. The survey was also available to complete online. See Phase 2 survey findings on pages 11-22.

## Open House Feedback Summary

Following are the conversation themes that were captured at the open house:

- Attendees had questions about the timing between the Context Study and possible construction, and how it will impact future development.
- Questions about what the future land use opportunities will look like and some concerns that existing residents' quality of life would be impacted by future development.
- Concern about the level of CMRB involvement in local matters and residents' desire to maintain local decision-making control & ensure outside influence is minimal.
- Concern about access to water and wastewater servicing for existing residents (who will have it and when will it be available) as well as about water management and ensuring there was adequate water to support future development.
- Concern about maintaining river access for recreation and preserving wildlife habitat particularly in riparian areas.
- Questions regarding the status of current projects and how the Context Study would address them or impact them.
- Concern about government vs resident choices on development and whether the opinions of current landowners will be considered when development decisions are being made.
- Concerns regarding impacts of development such as: environmental, increase in noise and increase in traffic which may compound perceived existing safety issues at key intersections.
- Differentiation between the Town and Foothills County & questioned whether there would be impacts on other communities, including existing country residential communities.



## Common Concerns

- Timing
- Land use
- CMRB involvement
- Local decision making
- Outside influence
- Water
- Wildlife
- Current development
- Government vs resident choices
- Impacts of changes such as noise, traffic
- Differentiation between Town and Foothills County

# PUBLIC OPEN HOUSE

## Open House Feedback Summary Continued

Following are the conversation themes that were captured at the open house:

- Some attendees were looking for more active transportation planning in the plan area and considering connections between the municipalities.
- Concerns about whether the Context Study would effect existing businesses.
- Concerns regarding safety of current intersections in particular the Highway 7/2A/547 intersection, the Hwy 7/79 Street intersection and those intersections associated with the Highway 2 overpass.
- Concerns about the proximity of additional industrial within the Highway corridor and potential impacts on existing country residential.
- Concerns were expressed about future high-density residential development in proximity to existing acreages within the plan area.
- Questions on sustainability measures and how the plan would meet respective municipal sustainability goals were brought forward.
- Concerns about potential odours and other nuisance effects that may come from developments in this area. Existing examples of other nearby operations and the smells they emit were brought forward.
- Significant degree of confusion as to the role of this plan in the overall planning process, how it affects existing landowners and what exactly it would result in moving forward.
- Water supply and where water/wastewater services may come from (i.e. Okotoks or Aldersyde system).
- Comment that if no water/wastewater services are planned for an certain area, it should be excluded from the JPA.



## Common Concerns

- Active transportation
- Impacts on other communities, businesses, environment
- Road safety of current intersections and overpass
- Proximity of industrial development and impact on existing country residential
- High density residential development impact on existing acreages
- Sustainability
- Development impacts such as odours
- Confusion about the role of this plan in overall planning process and how it will affect landowners
- Plans for water / wastewater in the plan area

# PHASE 2 SURVEY FINDINGS

Below are the detailed findings for each survey question. *Note that most respondents were Foothills County residents.*

## Draft Vision Statement

JPA 3 is envisioned as a key future growth area for the Town of Okotoks and Foothills County. The two municipalities strive to effectively integrate existing developments while also collaboratively planning for additional residential, commercial, open space and employment land uses that strengthen the economy, improve quality of life and provide opportunities for the region as a whole.

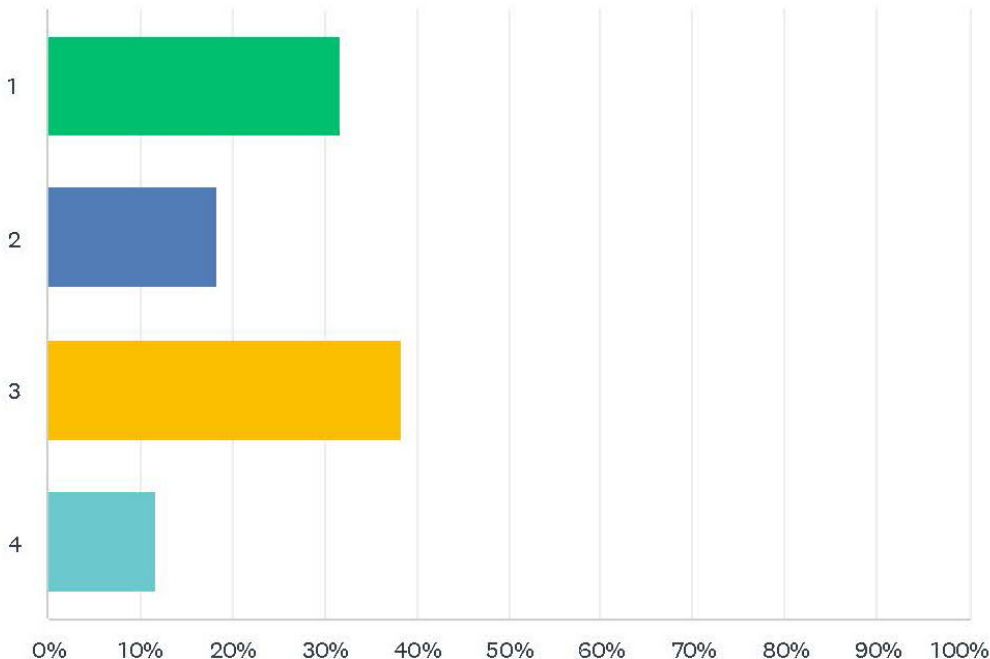
Future planning and development in the JPA will take advantage of the robust and well-connected transportation network while also thinking ahead to future improvements to major highways, local roads and key intersections within the plan area. The goal is to create an integrated trans-jurisdictional system introducing intermunicipal multi-modal transportation where appropriate.

The area contains important natural features including the Sheep and Highwood rivers, ravines and escarpments that are valued for the natural functions they provide. These areas also create opportunities for both active and passive recreation and to create open space connections between the Town and the County.

The overall vision of the County and Town is to plan for a coordinated approach to regional growth while drafting a plan that provides future opportunities for shared servicing and quality developments that are well integrated into the natural environment and respect the area's natural and cultural resources. Both municipalities will look to provide guidance for opportunities to co-operate and collaborate and ensure a seamless transition between the Town and County at our shared boundaries and to identify key strategic growth opportunities.

## Questions

**Q1. Do you feel that the vision statement resonates with your view for the planning area? Please rank from 1-4 (1 being low, 4 being high) your level of satisfaction with the statement.**



## Phase 2 Survey Highlights

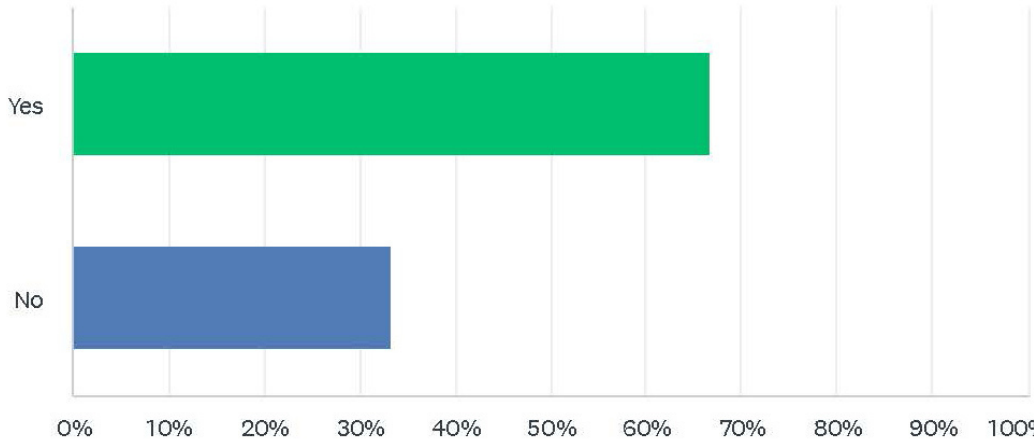
**38%** Ranked the level of satisfaction with the vision statement as "3" on a scale of 1 (low) to 4 (high)



# PHASE 2 SURVEY FINDINGS

Below are the detailed findings for each survey question. *Note that most respondents were Foothills County residents.*

## Q2. Do you feel anything is missing from the vision statement?



### Comments on the draft Vision Statement:

- The need for zoning for tiny home residential area. This would help a large older sector of the current population. It will fit in with the lessening of our carbon footprint. Thus helping our economy and giving people an other option for residential housing in the area.
- A commitment to providing or at least pre-planning for efficient transportation and non motorized connections to regional transportation opportunities
- The language of the statement is vague. I have no idea what you mean by "integrated trans-jurisdictional system introducing multi-modal transportation..." I am not sure what this means and what it will mean to me.
- Enjoyment of the area should be listed before economic growth.
- Maintaining the country living standard of those who reside here.
- We don't need to expand the growth of Okotoks or outlying communities!!!
- That people moved out of the city for a multitude of reason, noise , light and smell pollution is horrible and will only get worse
- We don't need any further growth in the area. Please leave the existing farmland alone!



## Phase 2 Survey Highlights



**67%**  
Felt that the vision statement was missing elements



### Common Comments on Vision Statement

- Quality of life for current residents
- Preserving farmland
- Water
- Ability of current residents to influence development
- Wildlife/environment management

# PHASE 2 SURVEY FINDINGS

## Comments on the draft Vision Statement:

- Promoting local business development to maintain a high quality of services.
- Not considering the effects on the rural “town” feel.
- A commitment to maintain functional farmland and rural properties.
- A real plan of action for the towns water crisis. It is not a “shortage” it is a crisis.
- Smell from rim rock feedlot.
- Protections for residents living near the future development areas to be included for determining approvals for what type of development is allowed near residential properties.
- Water.
- Consideration for existing land use.
- Include something related to a pathway system through this shared space. Expand areas to use bikes, e-bikes, scooters and to support foot traffic (walkers, runners, short hikes).
- Missing is any reference or acknowledgement about maintaining / Improving the quality of life for those already living in this area.
- I'd like to see some reference or appreciation for the fact that the MD of Foothills is not the same as Okotoks, and would like to remain as rural as is possible next to a large city like Calgary.
- The effects on residential properties, specifically in relation to increasing the risks of flooding.
- It is only driven by people driven by money.
- Leave rural areas alone.
- Protecting the environment and natural resources of Foothills County.
- Start listen to the people. Leave everything alone.
- Potential for job opportunities that will keep young people from moving away.



# PHASE 2 SURVEY FINDINGS

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## Comments on the draft Vision Statement:

- What landowners over 100 years want and no input from Town or MD.
- Timeframe of events after JPA3 study concluded.
- Who is paying for the regional planning initiative?
- Protection of Sheep & Highwood River riparian areas and a plan for the wildlife corridor that is needed.
- Substance.
- This open house indicates that main plans are progressing about infrastructure for housing and water. There are so many rules nothing will ever pass.
- There is no mention of providing space for and managing wildlife. The river valleys should be protected as wildlife corridors. No mention of sustainability. It should attempt to keep residential development close to Okotoks in order to take advantage of existing services. No mention of protecting good farmland from development.
- How the area was allowed to expand from the 2017 area structure plan.
- Acreage owners in the area are not interested in this development due to noise and traffic. Also no wildlife corridors.
- Dates and times.
- I don't see where the water resources will be - are so short of water.

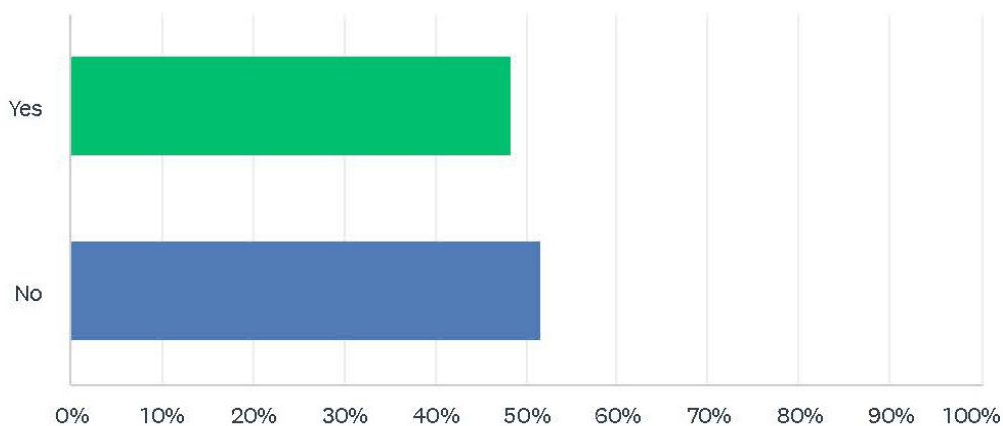


# PHASE 2 SURVEY FINDINGS

## Q3. The nine (9) Guiding Principles for the project are as follows:

- Maintain and strengthen a strong, resilient economy for the Foothills/Okotoks region.
- Preserve environmental and cultural resources within the plan area.
- Explore potential future open space connections and recreational opportunities.
- Link land use planning to transportation planning and increase mobility choices.
- Maintain a high quality of life for existing and future residents.
- Provide soft and hard services in a collaborative and cooperative manner.
- Consider future planning with a sustainability lens.
- Incorporate existing studies and historical knowledge into future planning.
- Build stronger relationships and create mutual understandings between the Town of Okotoks and Foothills County.

## Do you feel that the nine (9) Guiding Principles are appropriate for the context study project?



## Phase 2 Survey Highlights



**52%**

Felt that the nine guiding principles were not entirely appropriate for the context study project (other key elements should be included)



# PHASE 2 SURVEY FINDINGS

## Comments on the nine (9) Guiding Principles:

- Residential planning
- Specifics i.e. cultural and environmental resources will be where more discussion will be needed.
- This is basically fluff, its impossible to disagree with, but has no actual guidance as to what you are planning to achieve.
- The principles are appropriate, but the order is incorrect. 5 6 2 4 1 7 3 9 8.
- Dark sky bylaw and concerns about the noise and traffic increases and impacts. Environmental impact on local farms and hobby farms.
- We don't need to expand!!!
- Once the door is open for this kind of growth, we will be annexed by the City of Calgary.
- Maintain and strengthen a strong, resilient economy for the Foothills/Okotoks region - the economy is failing, look at the number of small business that have crashed and burned - Maintain a high quality of life for existing and future residents - will be pretty hard to do with the insane cost of living, lack of infrastructure, etc. The QoL is already crap, maintain what high quality? Maybe focus your efforts on actually making the area livable for those that are already here!
- Each principle looks at expansion, nothing just focuses on existing issues that should be worsened with continued growth.
- Maintain existing farmland and rural properties.
- Water supply is not sufficient.
- Odor from rim rock.
- Retention of rural aspects of area, resistance to fully "citifying" the area.
- Water.
- If 3 includes some type of pathway planning on both sides of rivers.
- #9 should be #1. Apparently the all mighty dollar takes precedence over the people in this community.



## Common Comments on the Guiding Principles

- Addressing impacts of development
- Maintain local decision making control
- Growth management
- Ability of current residents to influence development

# PHASE 2 SURVEY FINDINGS

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## Comments on the nine (9) Guiding Principles:

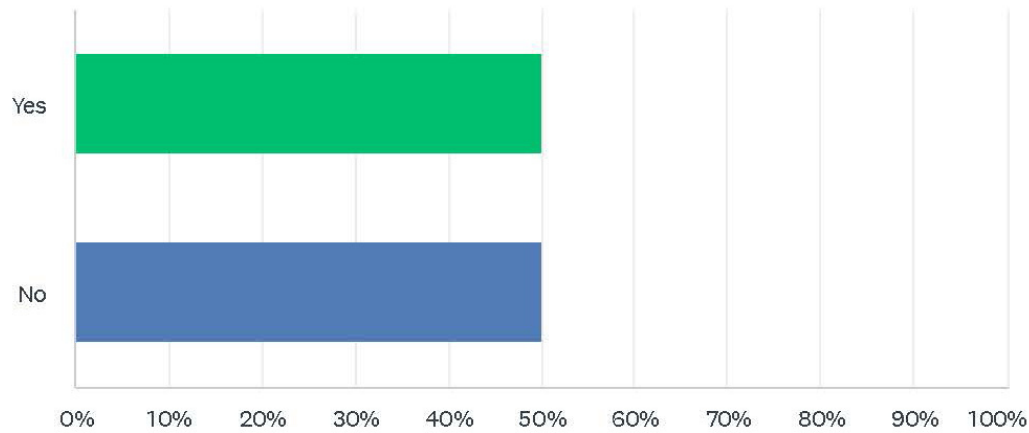
- The one thing I'd like to see added, is again, similar to the prior question, a differentiation between Okotoks and Foothills, one is a developing urban center, one is a rural community. You reference a high quality of life, but don't give any hint that that is different in the two areas.
- Impacts of the project on residential homes, and land is not being considered seriously and needs to be.
- Don't make these changes- leave it how it is.
- No more urban sprawl.
- Start listen to the people. Stop letting Calgary tell us how to develop our area.
- Commercial / Business / Industrial (i.e. jobs) seem to be missing in the vision.
- You pay more attention in what you want to do with our land then what we want to do.
- Okotoks did a 60 year annexation. They need to understand what the new boundary interferes with and allow projects to finish if started in the County (i.e. Green Haven).
- Properties in the planning area should pay the cost.
- You can't preserve anything but the river/river banks if you do all this building.
- Some yes/some no. High quality of life for who? Calgary infiltration to the country.
- Add something about maintaining and growing wildlife habitat and protecting wildlife corridors. Need a stronger emphasis on sustainability. This includes keeping development near existing centres (Okotoks).
- I think some of your purpose benefits are false.
- Include local acreage owners.
- Maintain local decision making control.



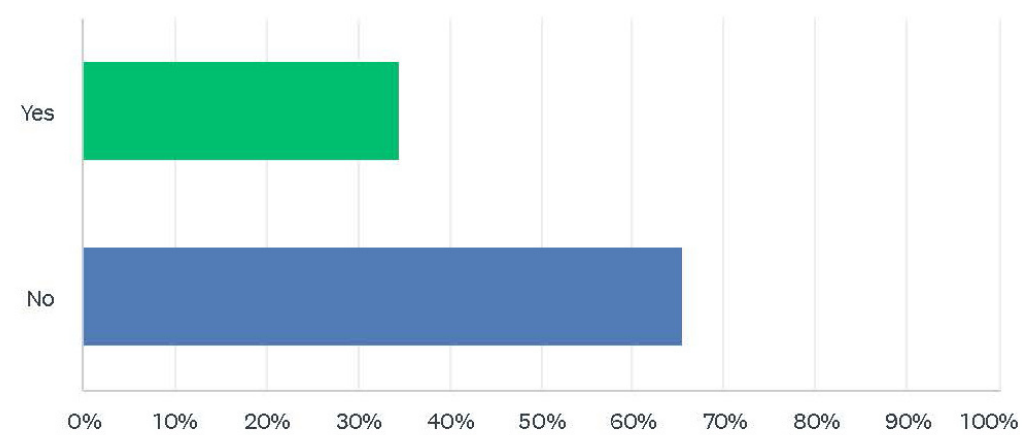
# PHASE 2 SURVEY FINDINGS

## Open House

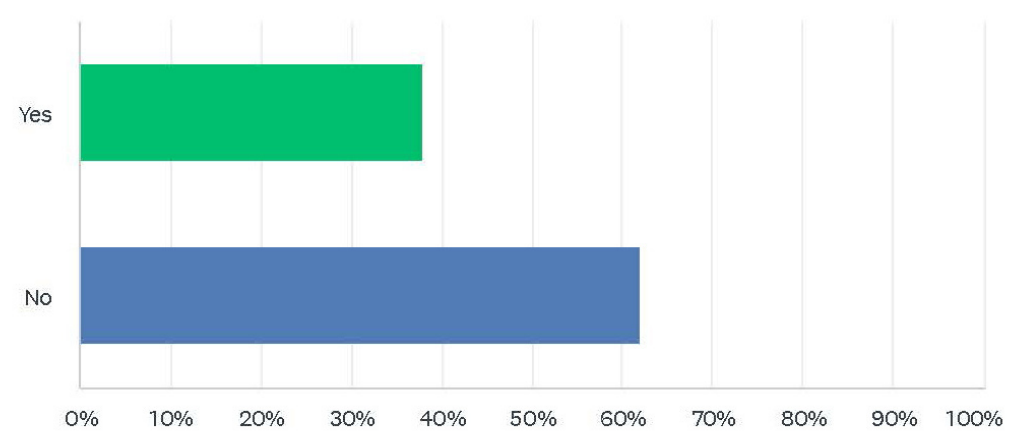
Q4. Did you attend the JPA Context Study Open House?



Q5. Did the in-person open house meet your expectations?



Q6. Did you get the information you were looking for?



### Phase 2 Survey Highlights



**Open house attendance**  
50% of respondents indicated that they attended the open house.



**Open house expectations**  
66% of respondents indicated that expectations were not met.



**Open house information**  
62% of respondents indicated they did not receive the information they needed.



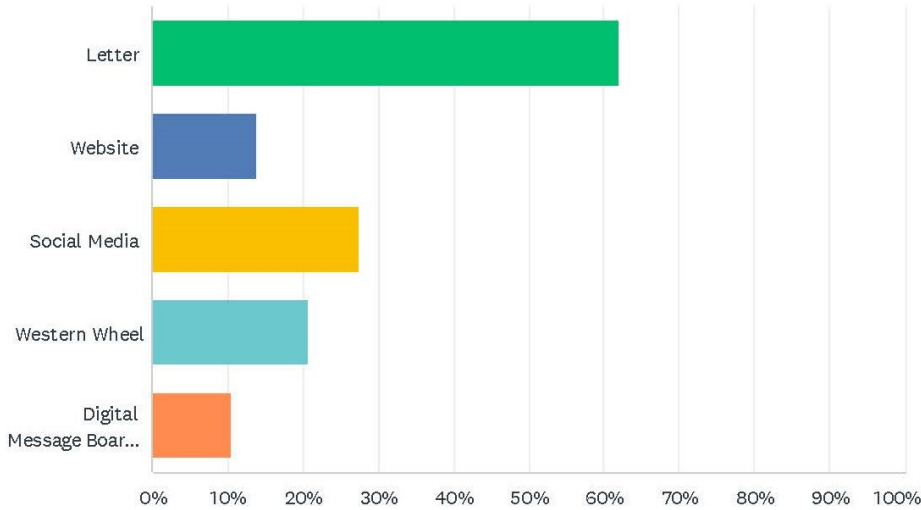
**Common Concern**

- Lack of clarity on what the study is.

# PHASE 2 SURVEY FINDINGS

## Open House

### Q7. How did you find out about the open house?



### General Comments on the context study project:

#### Q8. Do you have any other general comments related to this project that you would like to share?

- Encouraging to see planning goals that support efficiency, lowering footprint of development, consideration of connecting to existing transportation networks.
- I question the impact of development outside our zone that impacts us.
- The short of this is that the areas east of hwy 2 should be removed from the study, I understand that a small portion is related to the interchange, however including the acreages and ag land south of 338 ave is needlessly restrictive. No one is going to build high density housing in this area for a long time, Okotoks plans to build out to the highway by 2060, so we are looking at 37 years before any kind of significantly dense housing would be planned for that area. To essentially reserve that area ~40 years in advance is unnecessarily restrictive and will likely have to be changed again as needs change.
- I just want to be kept in the know as the project goes forward.



# PHASE 2 SURVEY FINDINGS

## General Comments on the context study project:

- If foothills county wants to stay a sought after place to live, then its residents need to be considered BEFORE economic growth. Absolutely there is massive opportunities to grow business here, but the current tax paying contributors need to have their issues solved first. A huge barrier to both is Cargill. I've spoken with businesses in that park and they all complain about the monopoly Cargill enjoys at the expense of all around it. That type of facility needs a setback, and hours of operation limit. The fact that there has been multiple fatalities in front of that facility and it STILL has a sign directing vehicles to turn left across traffic is astounding. Business needs to occur, but not at the expense of life. If the county directed the prov govt to address the traffic issue instead of asked, maybe something would change. Traffic calming along this stretch of the 2A needs to be addressed, with an expedited timeline. For example, the process to change the speed limit takes about a month.
- I am not impressed to see that country residential is not an option within this zone. Much of the surrounding land is country residential, and a high density plan would significantly impact noise, light, and traffic. This is not why we live in the country.
- Please leave the acreage living and the agricultural areas alone!!
- As soon as highway 2A gets handed over to the county, the name needs to be changed from "highway" to something else to signify the change from 'high speed racetrack for commuters' to a reasonable speed road with no more fatalities. I'd like to know what's going to happen to current residents on the east side of highway 2 that are already acreage developments. Are we at risk of losing our property's in the near future?
- Road safety is very important as residential development increases. The 338 overpass should be fast tracked.
- I think this project should be abandoned.
- I'm concerned about the impact that high density development in farmland will have on the local community, infrastructure and natural environment. Please don't turn our town into south Calgary!



# PHASE 2 SURVEY FINDINGS

## General Comments on the context study project:

- Smell from rim rock feed lot is unacceptable. Quality of life is drastically affected. Project deals items like water quality but nowhere do I see mention of air quality.
- The study should strongly recommend the improvements to the Hwy 2 intersections much sooner due to critical road safety implications. Efforts to eliminate serious injuries or fatalities due to unsafe road infrastructure cannot wait any longer!
- The survey doesn't seem to ask or address ANY specific questions or issues.
- Integrated longer distance bike paths not on the roadways.
- How does the area from High River to Aldersyde join with this plan?
- Please continue to support and expand the pathway system to promote health and wellness of the communities, and use of active transportation to places of work.
- Growth is inevitable for any community to prosper. My concern is the negative impact that the proposed industrial area will have on the identified sensitive area to the north of 418 Ave E. Industrial does not seem appropriate for this location; at most, low density country residential should be considered. Every effort should be made to conserve the area and do the least amount of damage to nature and the natural water collection in the coulee.
- Notification of these types of consultation is not good, I shouldn't have to stumble upon this on Facebook to learn about it. If you have communicated to the rural areas, it has not crossed my path. And we are a family who looks for these opportunities to provide input.
- 2A is already a death trap. It'll be even worse now.
- No sardine housing; no bike lanes. Do not screw up our communities like they have done to Calgary. What a disgrace. Everytime government gets involved, they f\*\*\* everything up.
- How will this effect businesses in the JPA3 areas?
- Okotoks needs to back off on infill. What is going on with taxes, shared services, shared infrastructure - no answers provided at open house.



# PHASE 2 SURVEY FINDINGS

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## General Comments on the context study project:

- The cost of the endeavor should go to the taxpayer to vote on.
- You have this all done. You're going to do as you want and then we pay in taxes for all this. This is a pre-determined development.
- The east area (Burnco) by river to Hwy 7. Why not continue residential on top of river bank? My parents' is next to it - only makes sense to continue residential on top of river bank. Commercial along Hwy 7. Idea on my parents' (my place) would be an agricultural college - utilizing flood zone for college.
- This is government overreach. What happened to individual property rights?
- Let people rule, not government that doesn't live in the area.
- We want to ensure that outside influence is minimal to our area. Things that retain power and decision making at the local level are very important to us.



# ADDRESSING OPEN HOUSE FEEDBACK

Many visitors were not satisfied with the open house engagement. Staff are proposing measures to remedy this.

## Open House Expectations and Concerns:

- There was a significantly larger turnout for this open house than had been anticipated. Unfortunately, this meant the space was crowded, it was difficult to read the information boards and there was insufficient municipal staff to answer everyone's questions. In addition, people expressed frustration that the project didn't make sense and the purpose for undertaking the work was not clear. As a result, many visitors indicated that their expectations were not met (66%) and they did not get the information they were looking for (62%).
- Looking at the survey comments received, it was evident that some visitors had expected a clearer picture of what the future plan was going to be for the area. The intent had been to check in with area landowners early in the process where only some preliminary work had been done prior to undertaking the more detailed planning or any potential policy development, then proceed with developing the Context Study based on the feedback received. However, many landowners felt that they did not have a clear understanding of what the intention of this project is or how it might impact them, so they did not know how to provide feedback.

## Proposed Adjustments to the Engagement Plan:

- In order to address open house concerns, staff suggest that an additional phase be considered for the Context Study Engagement Plan. We recommend that another in person engagement event be held once a clear direction for the study has been determined, the plan area has been agreed upon and the various components that will make up the Context Study have been determined. A final online engagement opportunity will be offered once the draft study has been completed, prior to the approval process.
- A future in-person event would be held in a larger space, over a longer period of time and with sufficient municipal staff to ensure that visitors are able to get their questions or concerns addressed. At this event, visitors would be able to view maps and additional information that would give a clearer picture of what the context study is, what it is proposing and how it might impact landowners and other interested parties. It is also suggested that other formats be explored, such as breakout groups, where information could be provided in a format that is easier to absorb and understand rather than the traditional presentation boards that were utilized in the initial open house. Special attention should be taken to ensure that information is provided in plain language avoiding jargon or overly technical terminology. Presentations or break-out stations may be considered.



## Summary

### Comments on Open House

- Generally visitors were not satisfied with the open house event.
- Staff underestimated the level of interest in the project.
- Many visitors expected to see a more complete plan for the area.
- Staff propose an additional phase of engagement.
- A future engagement event would be held in a larger space with more staff.
- Different formats should be considered for a future event.



### Common Concern

- Expected a more complete plan
- Felt the engagement space and format was insufficient



# CONTEXT STUDY & COMMUNITY ENGAGEMENT NEXT STEPS

Municipal staff will present a report on the feedback received in Phases 1 and 2 of the engagement process to the Intermunicipal Committee (IMC). The IMC will be asked to discuss the report and to provide permission to post the report on the municipal websites. Staff will then look at possible refinements to the draft vision and objectives to address feedback received from landowners, interested parties and the public.

Currently, the Town of Okotoks and Foothills County are in discussions to determine a mutually agreeable joint planning area boundary. Once this is decided, more detailed work and the drafting of the Context Study will proceed.

Based on the feedback received at the Phase 2 engagement open house, another community engagement opportunity may be added.

Future decisions made by both Town and County Councils on the Context Study will consider all relevant information together with feedback that is obtained through the engagement process.

Please note that this is a high-level context study. Detailed decision-making and planning on land use and specific servicing would be completed through Area Structure Plans (ASPs) and subsequent land use processes that would require additional engagement and planning.



Next Steps



Future public engagement



Future Council decisions on high-level land use & potential servicing



Future ASP & land use processes

# PROJECT TIMELINE

## Phase 1 Engagement (2023)

Q3 Landowner/Interested Party Engagement: Context Study Project introduction letter & survey

## Phase 2 Engagement (2023)

Q4 Landowner/Interested Party/Public Engagement: Context Study Project public open house & survey

## Phase 2 Engagement (2024)

Q1 Engagement Phase 1 & 2 What We Heard Report Completed & Shared **We are here!**

Q1 IMC/Council Update

## Proposed New Phase 3 Engagement (2024)

Q4 Landowner/Interested Party/Public Engagement: Open House/Info Session/Survey for feedback on plan area, draft land use & servicing concepts & other study components

## Proposed New Phase 4 Engagement (2025) *(previously phase 3)*

Q1 Draft Context Study shared

Q1 Landowner/Interested Party Virtual Engagement - survey for feedback on draft Context Study

Q2 Engagement Phase 3 & 4 What We Heard Report completed & shared

Q2 Refinements to Context Study based on engagement results (if required)



## Project Timeline

This project includes multiple phases of engagement

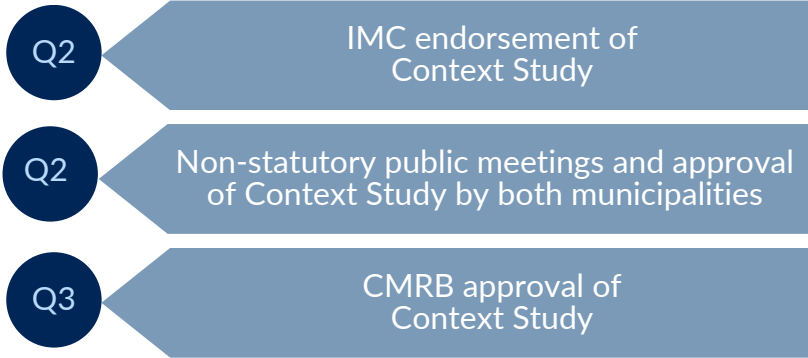
2023



2024

# PROJECT TIMELINE

## Approval Process (2025)



## Project Timeline

The context study is expected to be completed in 2025.

