
Appendix A

Stakeholder Consultation Plan



MUNICIPALITY OF CASSELMAN

WATER AND WASTEWATER INFRASTRUCTURE MASTER PLAN

CLASS ENVIRONMENTAL ASSESSMENT

PUBLIC CONSULTATION PLAN

DRAFT – MAY 31, 2022

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JLR 16953-118

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1.0 INTRODUCTION

The Municipality of Casselman (Municipality) is undertaking a Class Environmental Assessment (Class EA) Master Planning exercise to evaluate alternatives to expand and/or upgrade and the feasibility of improving water and wastewater infrastructure for future development in Casselman.

The Class EA is proceeding in accordance with the requirements of the Ontario Municipal Class EA, October 2000, as amended in 2015. Public consultation is a key element of the Class EA process. As a result, this public consultation plan has been developed to ensure that the public and other stakeholders have numerous opportunities to be involved in and to provide comments throughout the Class EA.

2.0 KEY CONSIDERATIONS

Upon review of background material, collected from our previous and ongoing working relationship with the Municipality, several considerations likely to impact the implementation of the public consultation plan emerged. They represent both opportunities and constraints for engagement and influence how this public consultation plan is structured. These considerations include the following:

- The Municipality is experiencing increased development pressures. The public consultation activity will seek meaningful inputs from the Municipal staff, Council, local developers, major industries, and other stakeholders. Approval on key milestone deliverables (e.g., population and growth) from Council must be obtained.
- It will be essential to engage key stakeholders that govern the compliance and operation of the water and wastewater system (e.g., Ontario Clean Water Agency, Ministry of the Environment, Conservation and Parks) or may influence the outcome of the planning process (e.g., indigenous communities).
- Due to the ongoing COVID-19 pandemic and the potential for in-person restrictions, the Public Information Centre (PIC) may need to be conducted virtually. A hybrid attendance model can also be explored.
- All public notices will be in both English and French.

3.0 CONSULTATION OBJECTIVES

The research and analysis conducted during the development of this public consultation plan have led to the identification of the following objectives for the consultation process for the Class EA:

- Improving understanding and involvement through effective communication and consultation among local residents and regulatory agencies.
- Ensuring the feedback provided by the public and other stakeholders is reviewed and understood by the consulting team.
- Providing easy ways for the public and other stakeholders to obtain information about the Class EA process using the Municipality website and providing project contact numbers for information.
- Encouraging participation at the PIC and other consultation activities so that the consulting team understands local concerns and issues.

4.0 TARGET GROUPS FOR CONSULTATION

To satisfy the objectives of this public consultation plan, target groups should be identified. The following list encompasses the audiences considered critical for the success of the public consultation plan. As the Class EA unfolds, additional target groups may be identified and included. The groups include the following:

The general public, including:

- Property owners adjacent to the Water Treatment Plant, Sewage Lagoons, elevated tank, and sewage pumping stations
- Municipality Residents and Business Owners
- Local developers
- Neighboring Municipalities
- Affected Indigenous communities

Government organizations and agencies, including:

- Municipality Council and Staff
- Eastern Ontario Health Unit (EOHU)

- Fisheries and Oceans Canada
- Impact Assessment Agency of Canada (IAAC)
- Infrastructure Ontario
- Ministry of Agriculture, Food and Rural Affairs (MAFRA)
- Ministry of Economic Development, Job Creation and Trade (MEDJCT)
- Ministry of Heritage, Sport, Tourism and Culture Industries (MHSTCI)
- Ministry of Indigenous Affairs (IAO)
- Ministry of Municipal Affairs and Housing (MMAH)
- Ministry of Northern Development, Mines, Natural Resources and Forestry (NDMNRF)
- Ministry of the Environment, Conservation and Parks (MECP)
- Ministry of Solicitor General (MSG)
- Ontario Provincial Police (OPP)
- South Nation Conservation (SNC)

5.0 ACCESSIBILITY STANDARD FOR CUSTOMER SERVICE

It will be critical throughout the Class EA that services are provided in accordance with the Accessibility for Ontarians with Disabilities Act. This includes having respect for persons with a disability and using all reasonable efforts to ensure they have an equal opportunity to obtain and provide input.

Throughout the Class EA, the consulting team will:

- Ensure PIC and other consultation activities, when conducted in-person, are held in buildings with barrier-free access; and
- Work with the Municipality in providing accessible formats and communications supports, upon request.

6.0 KEY MESSAGES

Consistent messages with the appropriate tone and content will improve understanding among target audiences. The message statements listed below are built on a current

understanding of the existing audiences, constraints, opportunities, and environmental concerns surrounding the Class EA. These messages should be communicated throughout the Class EA and refined, as required, as it unfolds.

- To make important servicing decisions, an implementable plan is required by the Municipality and property owners. Given the critical nature of the water and wastewater infrastructure, the ultimate planned solution(s) need to ensure the systems are reliable and robust such that it can accommodate existing and future servicing needs.
- The Municipality and consulting team members are committed to this Class EA and are placing an emphasis on a seamless, open, transparent, and traceable Class EA process.

7.0 RECOMMENDED STAKEHOLDER CONSULTATION ACTIVITIES

A variety of public consultation vehicles and mechanisms are recommended to achieve the objectives of this public consultation plan. Care has been taken in selecting activities that recognize the needs of the local community and government organizations along with their specific information requirements.

7.1 Technical Steering Committee (TSC)

To facilitate the consultation process and communications between the JLR team, the Municipality, the operators and other stakeholders (when and if required), a TSC will be formed. The TSC will comprise of:

Name	Agency	Description
Pierre-Paul Beauchamp	Municipality	Director of Public Works
Yves Morrissette	Municipality	CAO
Ontario Clean Water Agency (OCWA)	OCWA	Operations Staff
Matthew Morkem	JLR	Project Manager
Susan Shi	JLR	Master Plan Lead

7.2 Public Information Centre (PIC)

PICs, either in-person or virtually, provide a good mechanism for the local community to be informed about and comment on the Class EA.

One PIC will be conducted during the Class EA process, following the Municipality's review of the draft Master Plan Report, to present the proposed alternatives and preferred solutions that were identified by the project team. The public, agencies, and other interest groups (Council members, etc.) will be given an opportunity to review and comment on the information presented.

The PIC will be designed to be welcoming and provide an opportunity for residents to speak directly with the consulting team and Municipality officials. These can take a variety combination of forms, especially during the COVID-19 pandemic (e.g., virtual or in-person formal presentations with a question-and-answer session and/or display boards with informal one-on-one discussions, etc.). The appropriate PIC format will be dictated by the complexity of the alternatives, length of slides, accessibility requirements, and public health restrictions at the time of the PIC. Residents will be encouraged to fill out comment sheets to provide feedback to the consulting team.

Once staff and public comments are incorporated, we will provide a presentation to Council outlining the outcome of this critical juncture. Subject to Council concurrence, the Master Plan Report will be finalized by incorporating review comments and a Notice of Completion will be placed on record for a 30-day review period, during which time any unresolved issues may be addressed.

7.3 Ongoing Promotion and Consultation

To engage the public and other stakeholders, Class EA and PIC notices should be placed in the information pages of local newspapers (if required), Municipality's website and posted at the Municipality office. Notices will also be direct mailed/e-mailed to identified stakeholders, agencies, and adjacent property owners. Class EA notices could also be provided to the Municipality Council to allow Councillors to inform their constituents about the Class EA.

7.4 Website

To assist the public in obtaining information about the Class EA and to provide an on-going mechanism for feedback to the consulting team, the Municipality should provide space on their website for the Class EA. Information for the website should include notices for the PIC, reports/executive summaries, technical memos and contact information.

7.5 Opportunities to Comment

At all public meetings, the public and other stakeholders should be encouraged to leave comments following the meeting. Following each consultation activity, a report would be written that summarizes and records the comments and input received from the participants.

At the beginning of the Class EA, email and voice mail feedback tools should also be established to provide the public and other stakeholders with numerous avenues to provide input and ask questions. These feedback tools should be promoted on all communications materials.

Additional informal meetings may be required, and could be considered if local residents or the business community appear disengaged or dissatisfied with the extent or frequency of consultation activities.

7.6 Timing of Public Consultation

The following schedule lists anticipated dates of key stakeholder consultation activities. These dates are subject to change as the Master Plan moves forward and based on the level of project interest shown by stakeholders.

Activity	Anticipated Date
Notice of Commencement	June 2022
Council Presentation (Growth and Development)	Summer 2022
PIC	Fall 2022
Council Presentation	Winter 2022
Notice of Completion	Early 2023

8.0 EVALUATION MECHANISMS

The following activities should be undertaken to evaluate the effectiveness of this public consultation plan:

- Reviewing attendance numbers at the PIC;
- Requesting formal and informal feedback on the consultation process at the PIC, Council meetings and on the study website;
- Tracking the number of visits to the study website and evaluating changes in traffic that occur in response to consultation events (e.g., mailing or emailing out notices); and

- Examining the number and content of emails received from the public and other stakeholders.

9.0 CONCLUSIONS

The Municipality of Casselman is undertaking an important Class EA for current and future water/wastewater infrastructure for the community.

The activities contained in this public consultation plan reflect the need to have an enhanced outreach program for local residents and regulatory agencies throughout the Class EA process. The public consultation plan has been developed ensure that the public and other stakeholders are meaningful participants in the Class EA process.

Maintaining a clear, transparent, and inclusive consultation process will help to ensure that meaningful dialogue takes place so that innovative and achievable water/wastewater servicing strategies can be realized.