



shape our region

Municipal Development Plan Phase 2 Engagement

Community Identification Committee
January 28, 2021

Meeting Agenda

Introduction

Project Purpose

Background Research

New Themes & Approach

Engagement

What We Heard

MDP Direction

Project Progress

Next Steps

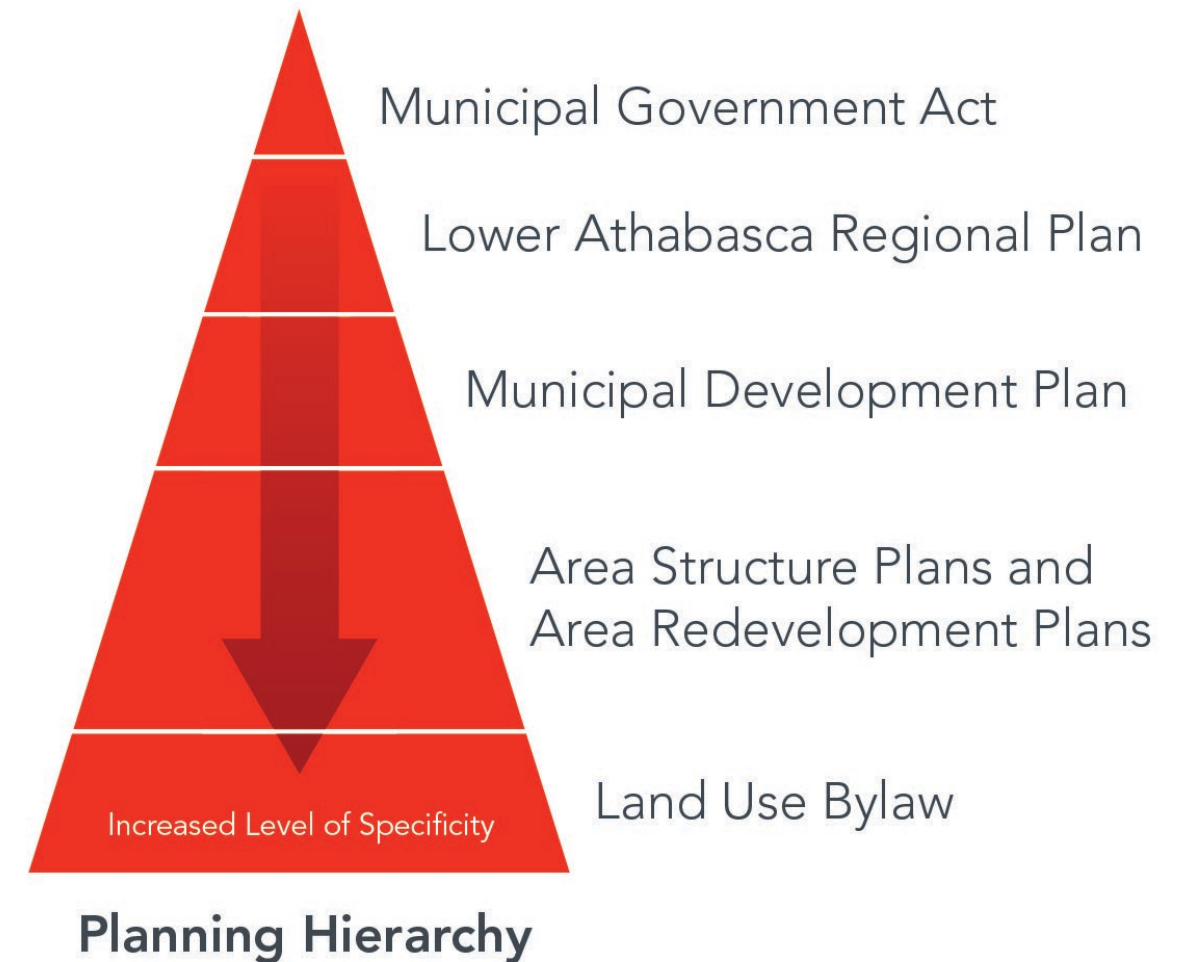


What is the MDP?

The MDP sets out the vision and blueprint for how growth and development will happen in Wood Buffalo over the next 20 years.

The MDP will:

- » Provide a comprehensive land use policy framework
- » Outline a strategic path forward to manage growth across the Region
- » Guide both short- and long-term decision making by Council and Administration
- » Decisions will shape the development and future changes made to your communities



Purpose

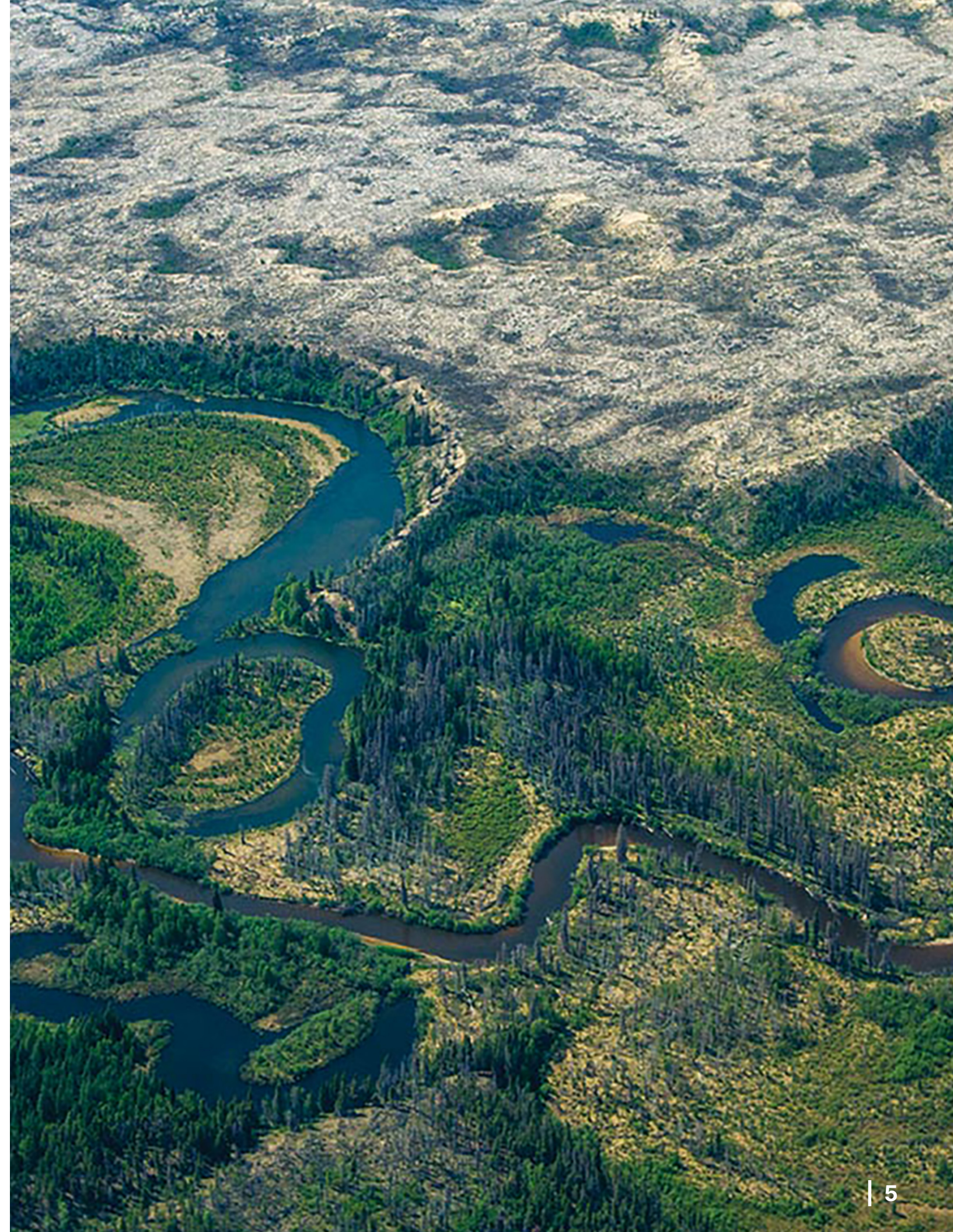
RMWB is preparing a new Municipal Development Plan (MDP) to reflect changes in the social, cultural, and economic conditions of the region.

The new MDP will be created with input from residents throughout Wood Buffalo to ensure it reflects local values, opportunities, and challenges, and sets a clear vision for the Region's future.



Why is it important?

- » The 2011 MDP growth projections indicated that Wood Buffalo's population would grow to over 230,000 people by 2030
- » This growth has not happened due to several factors, including the 2013 floods, the 2014 global drop in oil prices and resulting economic downturn, the 2016 Horse River Wildfire, and the 2020 floods
- » In response to changing social and economic environments, the Municipality has taken this opportunity to reflect today's conditions through a new MDP



Need

Statutory Provision:

Pursuant to Section 632 of the MGA:

- » Every Council of a municipality must by bylaw adopt a municipal development plan.

RMWB Strategic Plan (2018-2021):

Strategy & Initiative #2F:

- » Review of the Municipal Development Plan.



Background Research

2011 MDP Review

- » Current applicability
- » Bring forward to 2021 MDP

Best Practice Review

- » Analyzed documents and policies from **15** other municipalities, including:
 - » City of Edmonton
 - » City of Winnipeg
 - » City of Whitehorse

Existing RMWB Policy Review

- » To ensure alignment with current RMWB policies
- » Reviewed **over 50 RMWB Documents**, including:
 - » Wood Buffalo Social Sustainability Plan
 - » RMWB Parks Master Plan
 - » Wood Buffalo Culture Plan
- » Alignment with 2020 Place Brand Strategy

Site Analysis & Mapping

- » Site Visits & Meetings
- » Mapping Current Conditions
- » Identified Opportunities & Challenges
- » Conducted Population & Employment Projections

New Themes

- » Truth and Reconciliation
- » Natural Disasters & Resiliency
- » Environmental & Ecological Management
- » Education, Research, & Innovation
- » Downtown Area Redevelopment Plan
- » Updated Population Projections
- » Tourism
- » Emergency Management Preparedness
- » Climate Change
- » Economic Resilience
- » Heritage & Culture
- » Winter City
- » Food Security



New Approach

A new place-based approach is being considered that focuses on leveraging Wood Buffalo's existing assets.



Major Take Aways

- » Many policies from the 2011 MDP remain relevant today and many policies need revision
- » Heavy focus on growth needs to be repealed
- » Emphasize a people first, place-based approach for the 2021 MDP



What We Did

Public, Rightsholder, & Stakeholder Engagement

- » Engagement opportunities were held from September 28 to November 1, 2020

Goals

- » Introduce the project
- » Create awareness about the project and opportunities to engage
- » Identify values, vision, and priorities
- » Learn about any initial concerns, issues, and opportunities
- » Incorporate feedback to inform the vision, goals, and strategic directions



2

Open Houses



35

Workshops, In-Person
& Virtual Meetings



700+

Participants



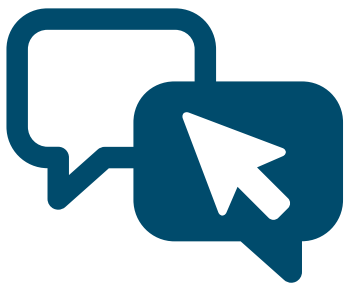
Online
Survey



Interactive
Mapping



Idea Sharing
Platform



Online
Discussion
Forum



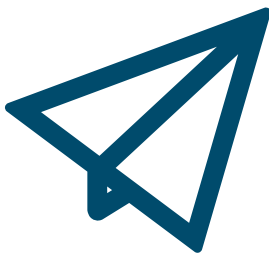
20+

Social Media
Posts



4

Promotional
Videos



+

Newsletters,
Radio, & Signage

What We Heard

- » Key findings illuminated **five main categories:**
 - » People & Community
 - » Nature & Recreation
 - » Responsible Development
 - » Economy & Innovation
 - » Arts, Culture, & Representation

People & Community

-  Attract People
-  Community Spirit
-  Essential Services
-  Family
-  High Quality of Life
-  Thrive

Nature & Recreation

-  Nature
-  Recreation

Responsible Development

-  Place-Based
-  Retail
-  Responsible Development

Economy & Innovation

-  Economic Opportunity
-  Education
-  Innovation & Expertise
-  Oil & Gas, & Related Industries
-  Renewable & Green Industries
-  Tourism

Arts, Culture, & Representation

-  Collaboration
-  Image
-  Arts, Culture, & Entertainment
-  Recognition

Discussion

Through the extensive engagement with community and stakeholders, we have identified 21 themes to consider for the new MDP.

Besides these 21 themes, do you have any other themes to suggest?



Vision

*A DIVERSE Region to live, work, play,
and STAY, FOREVER.*

- » The Wood Buffalo of tomorrow will be built on our greatest strengths. Our Region is a place like no other, a place of incredible opportunity and natural wonder.
- » A place of resilient community spirit, cultural diversity, and remarkable Indigenous strength.
- » By focusing and building on what makes Wood Buffalo great, we will pursue the opportunity, together, for all those who call Wood Buffalo home.
- » We will continue to develop a region with a place and community-based approach to reflect local values and make it a forever home.
- » Creating a healthy and sustainable Region for tomorrow is Wood Buffalo's story to tell, and this is only the beginning...



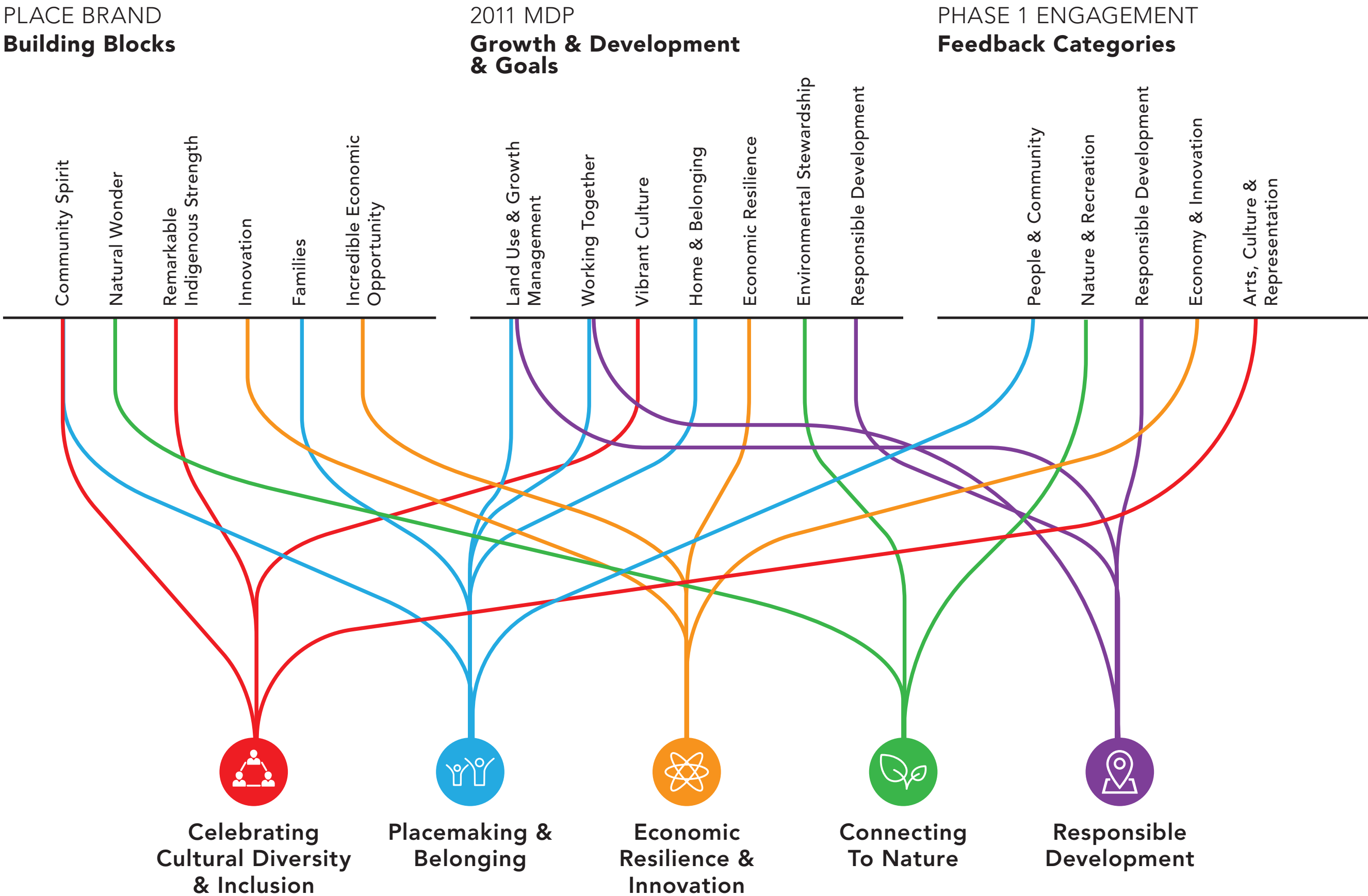
Discussion

Do you agree with the draft vision?



Process

» Background research and Phase 1 Engagement results were used to create the vision and goals



Discussion

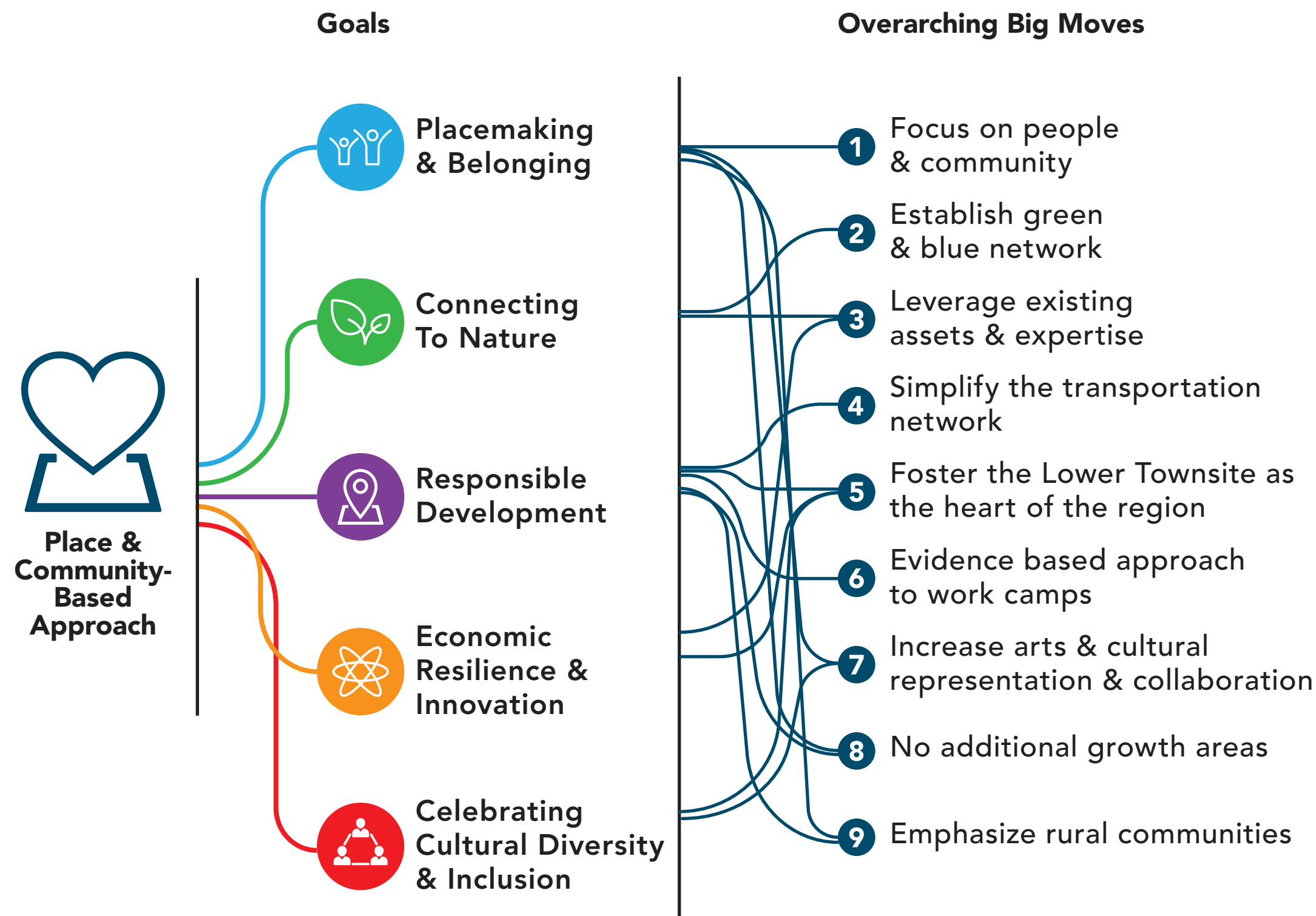
The new 5 Goals reflect the vision and will help guide implementation of the new MDP's overarching big moves and policies.

Do you agree with the draft goals?



Overarching Big Moves

- » Big moves represent the major ways the 2021 MDP differs from the 2011 MDP
- » Big moves work together to achieve the goals and vision of the 2021 MDP



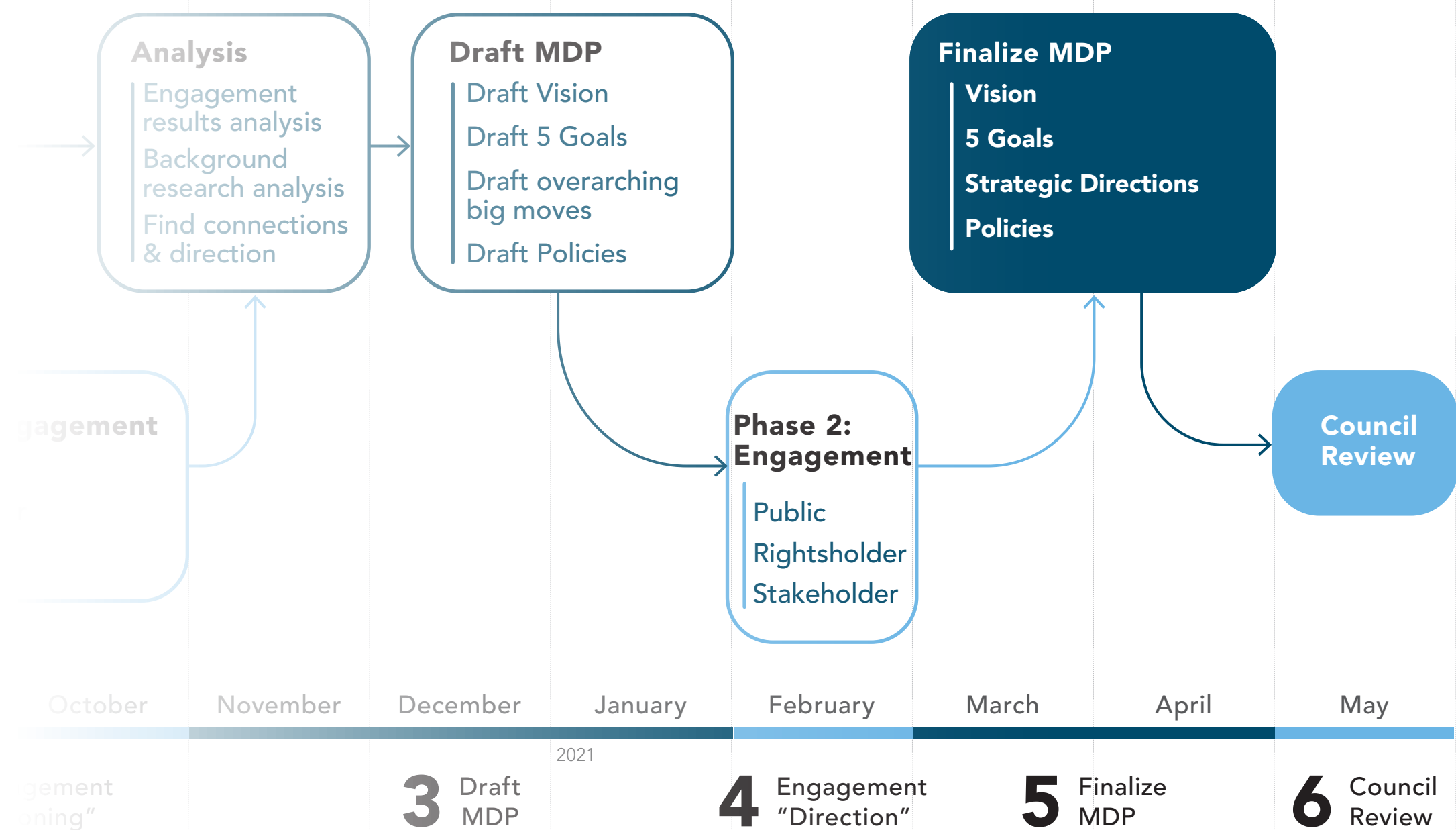
Questions?



Next Steps

Project Team will:

- » Prepare an engagement summary report
- » Create the Draft MDP
- » Gain feedback on the Draft MDP
- » Bring finalized MDP to Council in May 2021





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