Norfolk County

2022 Seasonal Parking Pilot Project

Public Consultation Plan

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Communication Objectives

The goal is to provide a high-level overview and information regarding the proposed seasonal parking pilot project within Norfolk County in 2022. Details will be communicated through multiple channels including; the Norfolk County website, print advertising, Corporate social media channels, direct mail-out to seasonal property owners within primary seasonal communities.

Audiences

While the primary audience is homeowners in Long Point, Port Dover, Turkey Point, and Simcoe, it is imperative our outreach is much larger, as these communities draw visitors from around Norfolk County and beyond.

Key Messages

The key messages will include the need and intent of the pilot project, the scope and timeline, the benefits to each community, as well as details on how to complete the public consultation process and the importance it brings to provide adequate feedback to assist Council in their decision-making when the final report is presented to Council in the first quarter of 2022.

Communication Issues, Constraints, and Assumptions

Reaching seasonal residents who may not be in the local area to receive the traditional print media and notification will be a challenge. Provisions of adequate and a variety of print media, social media tools and word of mouth activities will be key to notify residents of the consultation process.

Messages	Distribution Method	Completed
Public Consultation commences	• Media release • Norfolk County website	December 10 and 14, 2021
Notification of consultation tools: website, survey and virtual consultation session	• Print media • Social media • Direct contact to BIAs, Chamber of Commerce, Community associations, etc. • County website • Direct mail out to seasonal residents in Long Point/Turkey Point (primary seasonal community)	December 14-21, 2021
Reminder of Public Consultation Process & Virtual Consultation Session	• Print media • Social media • County website	January 4-7 January 10-13, 2022

Messages	Distribution Method	Completed
Virtual Consultation Session	• Virtual Teams meeting • Written question submission only	January 17, 2022
Notification of Final Report being presented to Council	• Norfolk County website • Media release • Social media	January 28 – February 4, 2022