Natural Heritage Strategy

Public Consultation Process

Prepared by
Valerie Cranmer & Associates
August 2003
September 12, 2003

Jim Peters, Director of Planning,
Municipality of Trent Hills,
66 Front Street South,
P.O. Box 1030,
Campbellford, Ontario,
K0L 1L0

Dear Mr. Peters:

Re: Natural Heritage Strategy
Public Consultation Process

I am pleased to submit the final report on the Public Consultation Process in the development of a Natural Heritage Strategy for the municipality. This report represents the completion of the second phase in the development of a Natural Heritage Strategy. A discussion of the various relevant land use and environmental issues are discussed. In addition a series of recommendations are provided to address the specific methods of implementing the Natural Heritage Strategy in Trent Hills.

It was a pleasure working with the Trent Hills Planning Committee and you on this project.

Yours truly,

Valerie Cranmer, MCIP, RPP
Natural Heritage Strategy

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1. **INTRODUCTION**

In 1985, the Bay of Quinte was identified by the International Joint Commission as an "Area of Concern" within the Great Lakes, due to the severe water pollution problems and its negative impact on the fish and wildlife habitats and populations. The Bay of Quinte Remedial Action Plan (RAP), which advocates an ecosystem approach in all future land use processes in the Bay of Quinte watershed, outlines a number of recommendations to address the conditions created by the severe water pollution problems. Natural heritage strategies provide such an ecosystem perspective to address the pollution concerns.

Natural Heritage Systems are identified as a method for defining integrated networks of conservation lands and water linked by natural and restored corridors. They are a practical technique to define conservation and protection objectives in land-use, watershed and resource planning.

2. **NATURAL HERITAGE REPORT**

In May 2001, in partnership with several of the municipalities within the Bay of Quinte, and under the umbrella of RAP, Lower Trent Conservation released a Natural Heritage Report. Figure 1 identifies the Study Area covered by the report. The purpose of the Natural Heritage Report is to define the natural heritage system for the participating municipalities in the watershed, and to suggest ways they might develop a natural heritage system for the area and suggests methods for the protection and enhancement of the biological diversity.

The Natural Heritage Report represents the first phase of preparing a natural heritage system in the watershed. The second phase is public consultation and involvement. The information gleaned through the public consultation process will be used to prepare the Natural Heritage Strategy. The final phase will address the methods of implementing the Strategy.

In the first phase, the preparation of the Natural Heritage Report, the key components of the Natural Heritage System were mapped and include woodlands, wetlands, areas of natural and scientific interest, watercourses and valley lands in the watershed. This mapping is based on the best information available. Significance was then assigned to these areas based on specific criteria.

There are recommendations contained in the report for the consideration by Trent Hills and its residents that are aimed at ecosystem protection and enhancement through:

1. Municipal Planning – protection of core areas such as upland habitats, wetlands and riparian lands;
2. Stewardship – guidelines to help focus and encourage private landowner stewardship activities; and,
Figure 1
Location of Study Area
3. Restoration – guidelines to help identify potential restoration sites throughout the range of habitats present.

The Report identifies that the ultimate goal of completing and implementing a natural heritage strategy is a healthy, functioning and diverse ecosystem. Protection of the natural systems, such as forests, wetlands and riparian areas is also the key to the protection of valuable water resources. Other benefits include:

- social and economic benefits of a healthy environment;
- the natural heritage system is complimentary to the agricultural sector;
- long-term protection of the environment and implementation of the Bay of Quinte Remedial Action Plan objectives and recommendations;
- development of a methodology to apply to other areas within the Bay of Quinte watershed;
- ongoing database development and monitoring;
- implementation of provincial policy;
- helps address cross-boundary natural heritage issues; and,
- responds to climate change.

3. PUBLIC CONSULTATION PROCESS

Early in 2003, the Municipality of Trent Hills was notified that the Bay of Quinte Remedial Action Plan would provide financial support for Phase 2 of the Natural Heritage Strategy. On April 1, Planning Committee resolved to proceed with the next phase, public consultation, in the development of a Natural Heritage Strategy.

Communications is vital to effective public participation and consultation. A Communications Plan was adopted that outlined the various approaches to be used to ensure that the general public understands the process, the current status of the project, the opportunities for participation and methods of implementation chosen for the Natural Heritage Strategy. (Appendix 1)

The following approaches to inform and involve the public were utilized:

- Initial Public Notice/Press Release April 2003
- Open House April 29, 2003
- Public Workshop May 28, 2003

The Initial Public Notice provided the necessary background information on the Natural Heritage Report and the process to achieve a Natural Heritage Strategy. The need for public involvement to ensure the unique characteristics of the community was stressed. In addition, information was detailed regarding the proposed Open House/Information Session. The purpose of the session was to obtain comments from the public on:

i. the correct identification of the natural heritage features;
ii. the methods of implementation to be considered;
iii. the unique characteristics of the municipality; and
iv. the identification of areas of interest and/or concern.
A short presentation at the Open House provided background information on the Natural Heritage Report and the recently approved Trent Hills Official Plan. It is noted that the Official Plan has a balanced approach between development and the protection of the significant natural resources. The basis of the Official Plan is a Greenlands System that includes the natural heritage features and recognizes that a Natural Heritage Study is being conducted.

The major method to implement a Natural Heritage System available to the municipality is through the Official Plan and Zoning By-law. Trent Hills is presently reviewing their Zoning By-laws and the Open House for the Natural Heritage Report was combined with the Open House for the revised Zoning By-law. The revision to the Zoning By-law is necessitated by the number of existing by-laws for the former municipalities and the approval of the new Official Plan. Additional methods of implementing a Natural Heritage System discussed at the Open House include stewardship programs, restoration projects and public education.

The issues identified at the Open House Include the following:

- the accuracy of the mapping – especially with respect to intermittent streams
- are the existing Official Plan policies sufficient to address the Natural Heritage System;
- how will the Natural Heritage mapping be incorporated in the Zoning By-law;
- the incorporation of a degree of flexibility in the implementation procedures to recognize site specific characteristics;
- Northumberland County Tree Conservation By-law;
- Woodland Improvement Fund;
- environmental issues related to intensive farming – site plan requirements for new and expanded operations;
- stewardship programs – forestry management plans, restoration programs, land trusts;
- an Environmental Advisory Committee;
- public education programs; and,
- the need to ensure that the cost of the implementation of a Natural Heritage Strategy is appropriate.

These issues as identified, formed the basis of the discussion at the next stage – the Public Workshop.

The purpose of the Public Workshop was to examine each of the identified issues and develop the best ways to implement the Natural Heritage Strategy in Trent Hills. It is important that the final strategy represents a balance between the needs and concerns of agricultural and other landowners, developers, environmental groups and other interested groups with the necessity of a healthy environment for today and for future generations.

This report provides a discussion of the various issues and the methods of implementation. A series of recommendations addresses the specific methods of implementing the Natural Heritage Strategy in Trent Hills.
4. **AREAS of DISCUSSION/CONCERN**

**a. Mapping**

The natural heritage mapping conducted in the first phase of the study was based on the interpretation of aerial photographs and satellite imagery, with some field checks and ground truthing. The use of existing geographic information system (GIS) mapping and data was relied upon in the production of the mapping rather than extensive field survey. Due to funding constraints, field inventories were not possible.

Existing MNR mapping was used for the Provincially Significant Wetlands, Areas of Natural and Scientific Interest, Environmentally Sensitive Areas, Evaluated Wetlands, Wildlife Habitat and Species of Concern. As there was no existing data on woodlands, all woodlots over 1 ha were identified using existing OBM mapping, air photos and satellite imagery. Air photo interpretation was also used to identify all wetlands and valleylands within the study area.

Due to the scale of mapping and methods of interpretation of the data, it is acknowledged that some of the boundaries of the natural heritage features may be inaccurate. The majority of the mapping for Trent Hills was completed during the preparation of the Official Plan. These maps were reviewed extensively through that process and refinements were made where inaccuracies were identified at that time.

No major inaccuracies or discrepancies were identified at either the Open House or the Workshop. However, as more detailed information becomes available, it can be incorporated into the mapping, and that, over time, a more detailed database on the natural heritage system will be developed and maintained. No additional mapping is required at this time.

**b. Official Plan Policies**

As indicated above, one of the ways of implementing the Natural Heritage Strategy is to have appropriate provisions included in the Trent Hills Official Plan. The recently approved Trent Hills Official Plan has policies and schedules to identify, protect and restore the Greenlands System. The Greenlands System includes the natural heritage features that are identified in the Strategy. The Plan is quite extensive in its discussion of the various natural heritage features. With the approval by the Ministry of Municipal Affairs, the policies are deemed to be in accordance with the Provincial Policy Statement.

The Official Plan recognizes that a Natural Heritage Study is being undertaken and that where deemed appropriate by Council, additional policies may be added by amendment. A review of Section 2 Sustainable Natural Environment was conducted and it was determined that the existing policies in the Plan addressed the preservation, protection, enhancement and the proper management and stewardship of the natural heritage areas in a sustainable way. Through discussions at the Open House and Workshop, it was agreed that no further policies needed to be added to the Official Plan with regard to the Natural Heritage Strategy.

A small part of the Greenlands System designated in the Official Plan is within the Oak Ridges Moraine. In accordance with the Provincial Oak Ridges Moraine Conservation Plan and associated Regulation, the municipality is required to recognize the Moraine in its Official Plan. Although this issue is outside the mandate of this consultation process, it is noted that the municipality will be bringing forward an amendment to the official plan, in the near future, to satisfy the requirements of the provincial legislation.
c. Zoning By-law

The Municipality of Trent Hills is preparing a new Zoning By-law. This new By-law will consolidate the zone categories in the former municipalities and bring consistency across the new municipality. It must be prepared in conformity with the new Official Plan. The new heritage features mapping will be used in the preparation of the new Zones to ensure that the natural heritage system is appropriately recognized.

One of the areas to be closely examined will be the Environmental Zone categories. The Environmental Zones will need to reflect the Greenlands System as designated in the Official Plan. The regulations will have to recognize the varying levels of development permitted within the Greenlands System and the distance restrictions that are associated with specific natural heritage features. These distance restrictions are detailed in the Official Plan. A number of environmental zone categories, based on different environmental factors, are being considered to permit more flexibility in different areas.

As the detailed review and preparation of a consolidated Zoning By-law progresses, any discrepancies between the zoning and the natural heritage features mapping, will become apparent and will need addressing. The accuracy of the level of detail, in particular, that of intermittent streams, was questioned at both the Open House and the Public Workshop. Many intermittent streams cross existing farm fields and create no obstacle to the present use of the land and do not appear to be a feature that would benefit greatly from protective restrictions. This is a level of detail that would require local knowledge in order to recommend an appropriate level of protection.

The Natural Heritage Report identifies a number of definitions that should be included in the municipal documents. These are site alteration, development and agricultural uses. In its review of the Zoning By-law the municipality will have to review these definitions and determine the implications of incorporating these definitions as suggested. It is noted that the definitions for site alteration and agricultural uses are the same as those in the Provincial Policy Statement. However, the definition for development is slightly different.

d. Flexibility in Interpretation

The Natural Heritage Report was prepared for a large portion of the Bay of Quinte Watershed. There needs to be a certain degree of flexibility in the interpretation and implementation of the Strategy to recognize local knowledge and conditions.

Concerns were raised at both the Open House and the Public Workshop regarding the flexibility in the interpretation and implementation of the Natural Heritage System in the Zoning By-law. The provisions of a Zoning By-law are usually quite prescriptive. Flexibility in interpretation is provided through the policies in the Official Plan. For example, environmental impact studies will be required for specified development proposals. Sometimes less detailed information such as a geotechnical investigation, will be required to assess a development proposal, for example, if the proposed development is in an area with steep slopes. There is some discretion allowed to the municipality to take into account local characteristics when assessing a development proposal and determining which studies, if any will be required to assess a development proposal.
e. Northumberland County Tree Conservation By-law (July 2001)

The Northumberland County Tree Conservation By-law was enacted to promote good forestry practice and the maintenance of Northumberland's woodlots. The majority of lands identified in the Natural Heritage System is forested and will remain in private ownership. The long-term protection and management of these lands and features will remain the responsibility of the landowner.

The Tree Conservation By-law regulates the destruction of trees by cutting, burning or other means and applies to any woodlot in the County greater than ½ acre. Applications for minor exceptions can be made to the County to permit the cutting of trees. The By-law does not apply in a variety of situations such as: the cutting of trees for personal use; for the thinning of forest plantations; for the erection of any building or structure for which a building permit has been issued; Christmas tree plantations; or in accordance with good forestry practice. The By-law is enforced by the County By-law Enforcement Officer and substantial fines can be levied if the By-law is contravened.

The By-law was discussed at the Open House and the Public Workshop. The By-law covers the entire County and is enforced by the County. The Council is supportive of the Tree Conservation By-law and sees no need for a more restrictive By-law for the municipality.

f. Land Stewardship

The policies in the Official Plan are designed to protect the natural heritage features from non-compatible development. It is recognized that public ownership of sensitive lands is the ideal method of protection. Due to the extensive nature of the natural heritage features, the majority of the lands identified in the natural heritage system will remain in private ownership. Land stewardship approaches are important for the protection of these resources. The following are a number of land stewardship initiatives that can be accessed by the residents of Trent Hills.

The Northumberland Stewardship Council advocates people working together and implementing stewardship on private lands. Their aim is to develop working relationships and partnerships in the community to accomplish their stewardship program. This program supports landowners through the following initiatives:

• cold water stream improvements;
• reforestation, particularly in areas with steep slopes and/or soils susceptible to erosion;
• promotes tree planting and related education for landowners and students;
• active in woodlot workshops that address: Selling Standing Timber; Introduction to Woodlot Management; Woodlot Inventory and Management Planning; and, Conifer Plantation Management;

Contact information:
Northumberland Stewardship Council
c/o OMNR 300 Water Street, P.O. Box 7000
Peterborough, Ontario, K9J 8M5
Tel: (705)-755-3298 or 1-800-667-1940
Fax: (705)-755-3125
A Landowner's Guide to Selling Standing Timber is available from
Ontario Woodlot Association
275 County Road 44,
R.R. # 4, Kemptville, Ontario, K0G 1J0

The Ministry of Natural Resources supports two tax incentive programs aimed at providing incentives for the protection of forested areas and conservation lands in private ownership. In both programs the lands are reassessed similar to farm land values and taxed at 25% of the residential tax rate.

To participate in the Managed Forest Tax Incentive Program (MFTIP), landowners must agree to certain conditions including preparing and following a Managed Forest Plan for their forest. The goal of the plan is to improve the owner’s knowledge of the forest and increase the forest owner’s participation in managing their forest. In turn, this helps to ensure the sustainability of Ontario's private forests. The Ontario Woodlot Association and the Ontario Forestry Association are partners in the delivery of this program and handle most of the public inquiries and program administration. A guide is available to provide detail on how to enter the program and how to prepare the managed forest plan.

To participate in the Conservation Land Tax Incentive Program (CLTIP), only lands that have been identified by the Ministry of Natural Resources are eligible for this program. These are a small subset of lands found in a natural state in the municipality.

Contact Information:
http://ontarioforests.mnr.gov.on.ca

For 65 years, Ducks Unlimited Canada has been at the forefront of habitat conservation in Canada. Ducks Unlimited Canada works with the landowners of privately owned or government managed land to help protect, restore or sometimes even create a wetland. A $2 million funding agreement has been signed with the Ontario Great Lakes Renewal Foundation in recognition of the urgent need to restore degraded habitats in Areas of concern around the Great Lakes.

Contact information
Ducks Unlimited Canada
1-800-665-DUCK
www.ducks.ca

The Ontario Great Lakes Renewal Foundation was formed in 1998 by the Ontario Government to help restore the Great Lakes. The Foundation’s mandate focuses on rehabilitating Ontario’s 16 Areas of Concern. It acts as a broker, bringing together local groups and individuals with municipalities, Conservation Authorities and the private sector in a concerted effort to address the restoration of these designated areas around the Great Lakes.

Contact information
Ontario Great Lakes Renewal Foundation
1-877-445-4088
www.greatlakesrenewal.com
In 1992, the Ministry of Natural Resources, the primary deliverer of Ontario’s private land tree-planting programs, refocused its mandate, shifting away from private land tree planting. Subsequently, the Trees Ontario Foundation was established to revitalize Ontario’s tree planting efforts. The Foundation is developing a partnership between all organizations with an interest in replenishing Ontario’s private lands forests. Its efforts are focused on establishing a program large enough to sustain a province-wide centralized agency that will:

- provide support to community tree-planting organizations;
- identify ecologically appropriate areas;
- promote use of genetically-suitable trees;
- oversee seed collection and seedling development;
- monitor and maintain records, and
- seek funding.

Contact Information:
Ontario Forestry Association
E-mail: forestry@oforest.on.ca
www.oforest.on.ca

In 1995, Environment Canada established The Ecological Gifts Program. This program helps land donors and recipients ensure that donated land is protected in perpetuity by certifying land donations as ecological gifts. Private and corporate landowners who donate land, a conservation easement or a covenant through the Ecological Gifts Program can receive a tax receipt for the value of the donation which can be used against 100 percent of their annual income. The donor can choose to donate land, or an interest in land — such as a conservation easement — to the Crown, an incorporated municipality or qualified charitable conservation organization.

Contact information:
Ecological Gifts Program
Canadian Wildlife Service
Environment Canada
416-739-4286
www.cws.ec.gc.ca/ecogifts

The Nature Conservancy of Canada (NCC) is Canada’s leading private, land-conservation charity. The NCC was founded in 1962 and for the first 30 years concentrated on securing and protecting small, discrete properties of special natural importance. Recently the focus has been broadened to working to protect whole ecosystems. Approximately 1,200 properties across Canada have been protected with the assistance of the NCC.

From the outset, NCC has recognized that partnership is an essential element of good stewardship. Be it with private landowners, corporations or with governments. For example, the NCC has a Volunteer for Nature Program, run in partnership with the Federation of Ontario Naturalists. The Shell Conservation Internship Program is a partnership between NCC and Shell to provide summer jobs for environmental science students in Canada.

A Stewardship Endowment Fund has recently been established that is beginning to address the issue of long-term financial support. For each project taken on by NCC, a percentage of the total project cost is earmarked for the Fund.
g. Environmental Advisory Committee

Many municipalities in Ontario either have an Environmental Advisory Committee (EAC) or are considering the establishment of such an Advisory Committee. An EAC is a way for a municipality to get environmental and community input into its land use planning activities. An EAC operates in a similar fashion to an Agricultural Advisory Committee, except that its focus is on environmental issues. An EAC can provide the Council with a sounding board and constitutes a source of independent advice and expertise from the community on environmental aspects of land use planning.

Typically, the Committee is comprised of local citizens chosen by the Council for their environmental expertise and community experience. Knowledge is often sought in the areas of biology, resource management, geography, environmental planning, natural history and environmental education. Citizen members sit on EACs as volunteers and are usually not there to represent any specific organization.

EACs can provide input on the following matters:

- advice on environmental policies for the Official Plan;
- advice on new candidates for environmentally significant areas or other natural areas to be recognized in the Official Plan;
- comments or advice on particular development proposals that may have environmental impacts;
- obtaining the advice of developers, consultants, agency staff, interest groups and the public;
- visiting sites to improve advice to council on site-specific matters;
- public education on local environmental concerns; and,
- Environmental quality monitoring (e.g., breeding bird survey, amphibian monitoring) in conjunction with schools and community groups.

The establishment of an EAC was discussed at the Public Workshop. In order for an EAC to work effectively in a municipality there has to be a willingness of a significant number of qualified individuals in the community to make a substantial volunteer commitment to a largely advisory role. In addition, the Council would need to show good faith in its residents and use the expert advice presented appropriately. The Federation of Ontario Naturalists has prepared a Guide to Municipal Environment Advisory Committees in Ontario which provides additional information.
5. RECOMMENDATIONS

The public consultation process in the Municipality of Trent Hills showed that there was support in the community for the implementation of a Natural Heritage Strategy. The following are recommendations for this implementation.

**Natural Heritage Resource Mapping**

The natural heritage resource mapping was completed for Trent Hills during the preparation of the Official Plan. No additional resource mapping is required or recommended at this time. However, due the methods used to map the natural heritage resources, the interpretation of the mapping should take into consideration the generality of the information. In this regard any development proposed on lands with identified natural heritage features, should be supported by site specific mapping that identify the extent and sensitivity of the feature(s).

**Official Plan Policies**

The Environmental policies in the Trent Hills Official Plan are appropriate for the protection, enhancement and restoration of the significant natural features that form the Natural Heritage System. It is recommended that the Official Plan policies are sufficient to implement the Natural Heritage Strategy and that no additional official plan policies are required.

**Zoning By-law**

As the Municipality proceeds with the consolidation and revision of its Zoning By-laws, the natural heritage resource mapping will be an important resource in determining the appropriate zone boundaries. It is recommended that a number of environmental zones based on different environmental factors and recognizing the degree of sensitivity of the natural heritage features, be established in the Zoning By-law.

Definitions for “site alteration”, “agricultural uses” and “development” that reflect the definitions contained in the Provincial Policy Statement, should be included in the Definition section of the Zoning By-law.

**Flexibility in Interpretation**

It is recommended that there be flexibility in the interpretation of the boundaries of the natural resource features afforded the municipality, to take into account local characteristics when assessing a development proposal and determining which studies, if any will be required to assess a development proposal.

**Northumberland County Tree Conservation By-law**

In recognition of the successful implementation of the County’s Tree Conservation By-law, it is recommended that the Municipality of Trent Hills continue to support the implementation of the existing Tree by-law.

**Land Stewardship**

A variety of initiatives were examined that would be of benefit to the landowners who wish to actively be involved in the stewardship of the natural heritage features in the municipality. It is
recommended that the Municipality of Trent Hills encourage active participation by their residents in land stewardship initiatives through a public education program. Such a program could be placed on the Web site with links to the various organizations involved in the stewardship of land.

**Environmental Advisory Committee**

In order for an Environmental Advisory Committee to be established and work effectively within a municipality it needs the support of the community that will be providing the expertise on a volunteer basis to the municipality. This broad base of support for the establishment of an EAC is not present in Trent Hills. It is, therefore, recommended that an Environmental Advisory Committee not be established in The Municipality of Trent Hills at this time. Consideration could be given to the establishment of a Committee in the future.

**Bay of Quintet Remedial Action Plan**

The Public Consultation Process is the second step in the creation of a Natural Heritage Strategy for the Bay of Quintet Watershed. It is recommended that this report be forwarded to the Bay of Quintet Remedial Action Plan Committee for their consideration in the final stage of the Natural Heritage Strategy, that of implementation.
1.0 INTRODUCTION

The Communications Plan will support and enhance our effort to involve residents in finalizing the Natural Heritage Strategy. Communications is vital to effective public participation. The Communications Plan is an important tool to ensure that the general public understands the process, the current status of project, the upcoming opportunities to participate and the methods of implementation chosen for the Natural Heritage Strategy.

The Communications Plan is designed to ensure that the community is kept informed throughout the process and to provide means for citizens to state their opinion. It is our intention to accommodate the needs and interests of individuals and organizations from all parts of the community.

2.0 TARGET AUDIENCE

As noted above, we will reach out to all Trent Hills residents. However, as with any study, there are specific stakeholders who will show a keen interest in the implementation of the Natural Heritage Strategy and will actively participate in the process. We are currently working with municipal staff and Lower Trent Conservation to identify stakeholders. We anticipate that these will include:

Interested Groups and Agencies

Neighbourhood/Resident/Ratepayer Group
Business/Tourism Groups
Rural Interests
Cultural/Heritage Groups
Environmental Groups
Agricultural Organizations

3.0 APPROACH

A communications strategy will be undertaken at the outset to support the Public Consultation Process. A variety of approaches will be used as set out below.
3.1 Public Notification

A public notice of the commencement of the Public Consultation Process has been prepared and will be released immediately.

The notice, in the form of a media release will be released to all local media outlets on the Municipality's Media List.

3.2 Web Site

All material related to the Public Consultation Process for the Natural Heritage Strategy will be placed on the Municipality's web site. This will include the notice of meetings, the minutes of meetings, draft policies and procedures for implementation.

3.3 Email

Email will be received by Jim Peters, at Mail will be forwarded to Valerie Cranmer for review and action.

The email address will be advertised starting with the release of the public notice (section 3.1).

3.4 Newspapers – City Banner/Logo

Placement of notices will follow standard Municipal practices and appear under Trent Hills banner/logo. Notices will be used on a regular basis to inform the public of the following activities:

- Initial Open House;
- Public Workshops; and
- Statutory Public Meeting.

The notices will be prepared by the Municipality.

Notices will run in the two weeks preceding events.

3.5 Media Release

Public notices will form the basis of media releases distributed to all media outlets as per the Municipality's Media List. Releases will be issued for public consultation events and at other times as appropriate.

Releases will be made available to the media in the week prior to the event.

Valerie Cranmer will prepare media releases for approval and distribution by Jim Peters.

3.6 Contact List

A contact list will be developed and maintained during the finalization of the Natural Heritage Strategy. All persons demonstrating an interest in the Public consultation Process (either by attending events, providing email responses, etc.), and who give us
contact information will be added to the contact list. Opportunities to distribute information to persons on the contact list will be identified as the project progresses. The Municipality will be responsible for maintaining this list.

3.7 **Newsletters**

An initial newsletter is planned for the study. Additional newsletter will be prepared as necessary. Newsletters will be available from municipal buildings and other community locations, through community groups and with the public display. Newsletters can be requested by email. The newsletter will be found on the Municipality’s web site and can be downloaded. Other means of distributing newsletters will be explored.

The newsletters will be produced by Valerie Cranmer.

4.0 **MEDIA CONTACTS**

As per the Municipality’s Media List.

5.0 **MUNICIPAL LIAISON**

**Project Manager** – Jim Peters, Director of Planning

6.0 **CONSULTANT**

Valerie Cranmer, Valerie Cranmer & Associates.