

Willowbrook Community Plan

Communication and Engagement Strategy



Township of
Langley
Est. 1873

Background

- The strategy is based on the following:
 - TOL's Public Engagement Charter
 - Public Engagement Strategy for Planning and Development
 - Terms of Reference for the Willowbrook Community Plan Update
- The approach adheres to the core values and best practices of the International Association of Public Participation (IAP2)

IAP2 Spectrum of Participation

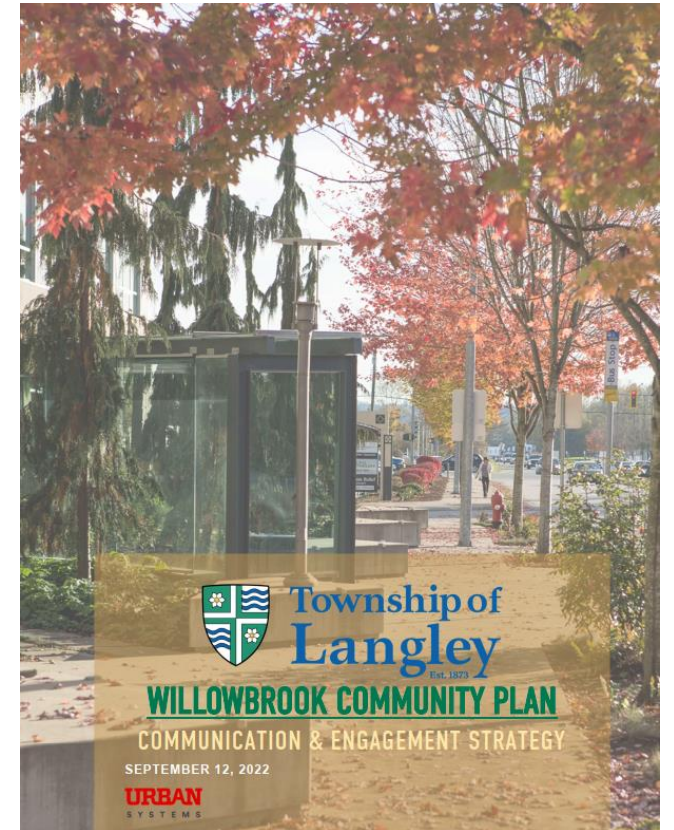


	 INFORM	 CONSULT	 INVOLVE	 COLLABORATE	 EMPOWER
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision-making in the hands of the public
Promise To The Public	We will keep you informed	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible	We will implement what you decide
Example Technique	<ul style="list-style-type: none"> • Fact sheets • Web sites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberative polling 	<ul style="list-style-type: none"> • Citizen advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated Decision

Contents

- Communication & Engagement Objectives
- Key Messages
- List of Audiences & Stakeholders
- Inclusion Plan
- Engagement Tools
- Measures of Success

- Intended to be a 'living' document



Phase 1 Engagement

- Webpage, socials, eNews launched
- MOTI open house on the SLS
- Tri-pillar Displays
- Discussion Guide
- Youth Materials
- Community Survey
- Pop-up Events
- Community Team Meeting
- What We Heard Memo

The screenshot shows the Township of Langley website. The header is green with the logo and navigation links: News, Events, Careers, Contact Us, MyTownship. Below the header is a grey navigation bar with links: AT YOUR SERVICE, YOUR TOWNSHIP, RECREATION & CULTURE, BUSINESS, ONLINE SERVICES, CONNECT. The main content area has a breadcrumb trail: TOL > Your Township > About the Township > Community & Neighbourhood Plans > Willowbrook Community Plan. The title is "Willowbrook Community Plan". There is a yellow callout box: "Join the In-person Pop-up event and learn more about the Willowbrook Community Plan Update on September 22 from 3:00pm – 7:00pm at Willowbrook Shopping Centre." Below this is a text block: "On November 22, 2021, Township of Langley Council approved a scope and process for the Willowbrook community planning update. The update is scheduled to be completed by Spring 2024." This is followed by a list of goals and objectives for the Willowbrook Community Plan Update. To the right of the text is a map of Willowbrook. Below the map is a green button: "Complete the Survey".

Township of Langley

Search

News Events Careers Contact Us MyTownship

AT YOUR SERVICE YOUR TOWNSHIP RECREATION & CULTURE BUSINESS ONLINE SERVICES CONNECT

TOL > Your Township > About the Township > Community & Neighbourhood Plans > Willowbrook Community Plan

Willowbrook Community Plan

Join the In-person Pop-up event and learn more about the Willowbrook Community Plan Update on September 22 from 3:00pm – 7:00pm at Willowbrook Shopping Centre.

On November 22, 2021, Township of Langley Council approved a scope and process for the Willowbrook community planning update. The update is scheduled to be completed by Spring 2024.

Goals and objectives for the Willowbrook Community Plan Update include:

- A sustainable transit-oriented community that is more pedestrian and cycle-friendly, and can significantly influence travel patterns through more walking, cycling, and transit trips
- Defining a future built form and landscape character, place making elements, and sustainable community design that serves local needs and creates an attractive destination
- Identification of community amenities to support a future land use and development vision along with policy recommendations for securing community amenity contributions through a land value capture system
- Comprehensive public engagement that effectively communicates and involves property owners, local community stakeholders, external agencies, and the broader public in the planning process.
- Financial plan for the provision and maintenance of infrastructure services

Stay Informed

As the planning process proceeds, information, updates, and frequently asked questions will be available here. To receive updates on the Willowbrook Community Planning process, please sign up for [Willowbrook Community Plan eNews](#) email notifications.

Get Involved

Complete the Survey

We want to hear from you about the Willowbrook Community Plan and what you think a transit-oriented Willowbrook should be like in the future. Your feedback can help identify opportunities that may be created by the Surrey Langley SkyTrain extension. The survey will close on September 23, 2022.

[Complete the Survey](#)

In This Section

Willowbrook Community Planning Team

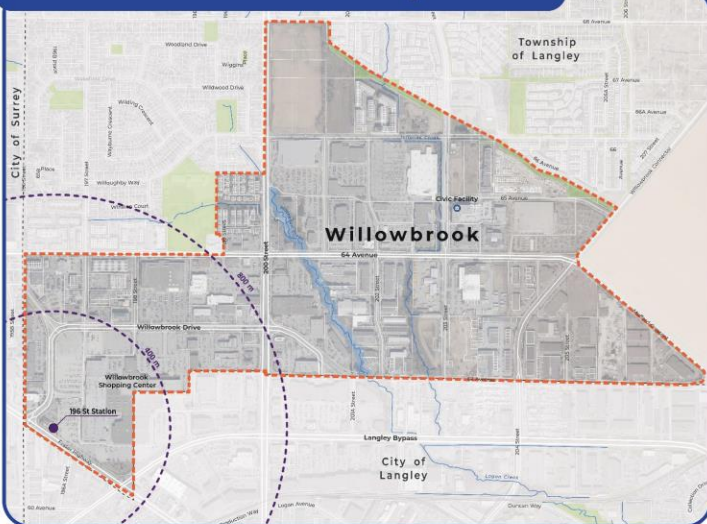
Willowbrook Community Plan Update

We have begun a new **Community Plan** for Willowbrook that will be supported by an **Engineering Services Plan**.

What is a Community Plan?

Communicates the community's vision, guiding principles, and policies that will shape growth and development in a community over the next 20 years.

Willowbrook Community Area



Willowbrook Community Plan Update

Why a new Willowbrook Plan?

The 1991 Willowbrook Community Plan provided for the development of a regional commercial centre with large format retail, business park, light industrial, and some multi-family residential uses.

The proposed Surrey Langley SkyTrain (SLS) presents a big opportunity for the Township of Langley. A new plan is needed to create a future transit-oriented community in Willowbrook.

Where on the SLS Extension?



Willowbrook Community Plan Update

Join the Conversation

We invite all interested parties to provide input!

- Provide your feedback. Complete the survey at www.tol.ca/wcp
- Visit www.tol.ca/wcp and sign up to receive eNews updates
- We will report back what we heard and keep you informed!

Check the Willowbrook Community Plan webpage regularly.



Where are we in the planning process?



Summer Pop-Up Events

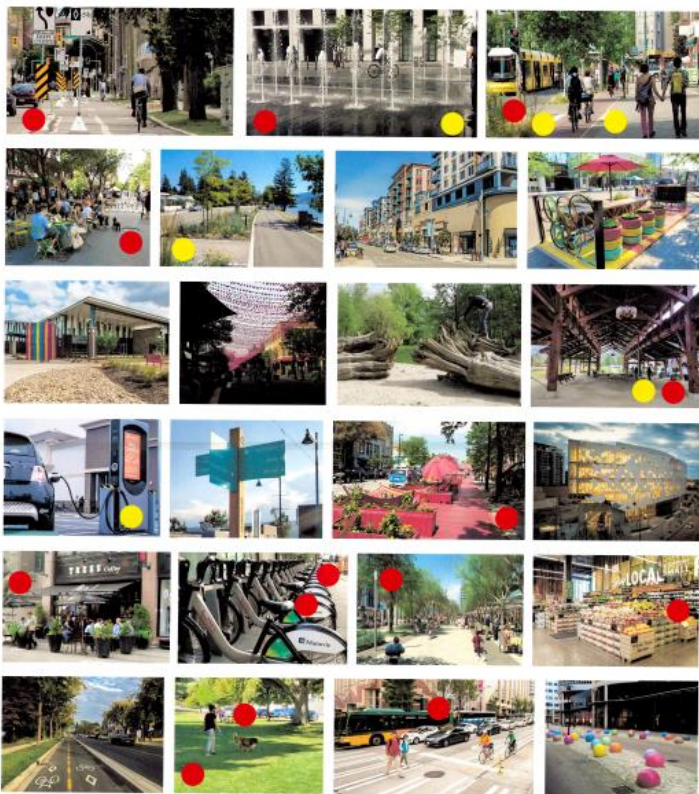


Sample Engagement Activities

Willowbrook Community Plan Update

What would you like to have in a Transit Oriented Community?

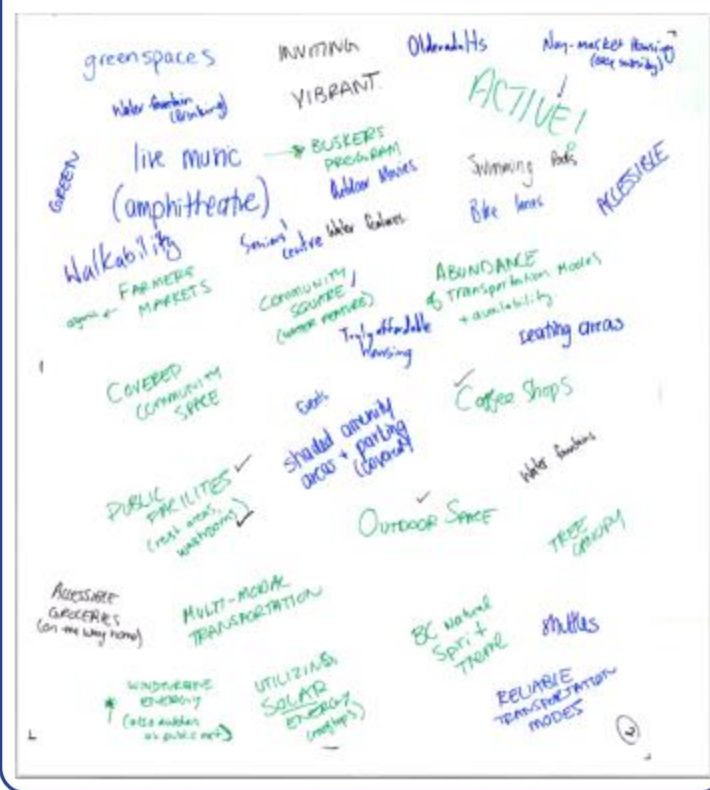
Stick a dot on what you like



Willowbrook Community Plan Update

What are three (3) words that best describe your ideal Willowbrook 20 years from now?

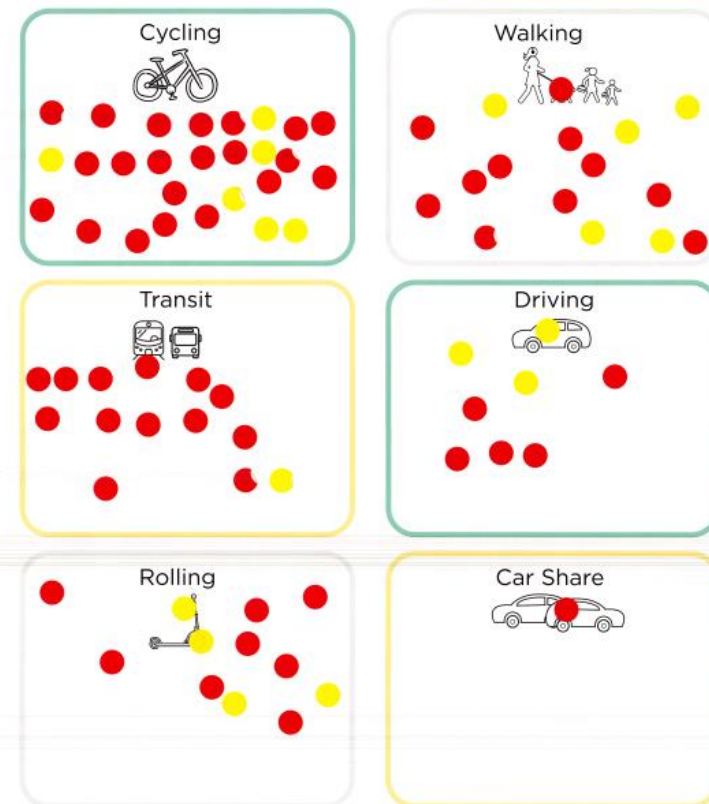
Write your words on the board



Willowbrook Community Plan Update

How would you like to move around Willowbrook in the future?

Stick a dot on the movement



Phase 2 Engagement

- Winter 2023
- Focus: Vision and Design Options
- Webpage, socials, eNews updates
- Community Team Meetings
- Public Workshop - November 24th
- Design Charette - January/February

