Tips for developing content and information to share

Before you begin developing content, we have provided some high-level questions to keep in mind when thinking about what information to share. It is important to share information that fits the scope of your outreach process, meets objectives, and is appropriate for the local context.

- What level of familiarity are your participants likely to have with planning and development? Is there a need to educate people about City planning policies and goals or development application review and decision-making processes?
- What is the story behind your project? What is this project all about? Who, what, when, where, why and how?
- Who will directly and indirectly benefit from or be positively/negatively impacted by the project? It's not just about land and buildings, it's also about people. Who will consider / review the proposal? Who is the final decision maker on the proposal?
- What is being proposed or considered? What are the potential positive and negative aspects associated with your proposal? What is being done to mitigate negative aspects? What are the benefits/tradeoffs of different scenarios? What are the issues/opportunities, pros/cons and benefits/tradeoffs associated with different scenarios or the project overall? Transparency, and telling people about not only the good things, but also some of the downsides, can help improve trust and increase understanding of all of the factors at play.
- What is the policy context of the proposal? How does it align with existing policy or where does it differ? Be transparent about where it aligns or where you will have to seek an amendment, and explain why.
- What are the known issues, concerns or frequently asked questions that you are aware of in the community when it comes to redevelopment? Being proactive and having information prepared in advance to speak to this can help save you time and resources in the long run.
- When will people have an opportunity or opportunities to be informed/provide input? When will key decisions be made? When does The City review take place? When will the final decision be made?
- If collecting input, what additional information needs to be provided to ensure people are providing informed feedback?
- Where is the project located? (e.g. show development site(s) on map in relation to the community)
- Why is this project happening? What need is this project meeting? What is the market analysis behind this project? (for example, is the project proposing retail? Why? Is the project proposing rental housing? Why? Perhaps there is a demand for this within this area).
- How can people get involved? How can people stay connected to the project?
- How do you plan to close the loop with people connected to outstanding questions, how feedback was considered (or if not, why not) or what decisions were made?
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