



## Appendix G

### Public Engagement Process

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**Table: 2015-2018 Record of Public Consultation and Engagement – Update of Shoreline Management Plan (SMP) 2000 – Ausable Bayfield Conservation Authority (ABCA)**

Activity	Number * of instances	Time period	Estimated number * of people reached	Details
Multi-stakeholder Community Steering Committee	6 meetings	July 15, 2015 to October 17, 2016	230	Shoreline; Industry; Municipal; Staff – Meetings in Exeter and Crediton
Web page	1	July 2015 to present	9,443 unique page views	Web page dedicated to content about shoreline management and 2015-2018 Update of the current (2000) Shoreline Management Plan (SMP)
Media reports	63	August 10, 2015 to present	5,000 Readers; listeners; viewers	Interviews with media combined with news releases issued to print and broadcast media have resulted in more than 60 news media reports about shoreline management along the ABCA shoreline.
Public online shoreline management survey	1 survey	October 21, 2015 to February 1, 2016	68	Online electronic survey of shoreline residents and interested people about shoreline management
News releases	14	October 21, 2015 to present	12 media recipients	ABCA has issued news releases about shoreline management for more than three years to print and broadcast media, website, and social media
Social media	32 posts	October 21, 2015 to present	8,000 reached	Ausable Bayfield Conservation has posted about shoreline management on social media channels (Facebook; Twitter; etc.) for news releases; newsletters; etc.
Electronic newsletter	18 editions	November 5, 2015 to present	531	ABCA has shared information, for more than three years, with interested people, through eighteen issues of this free subscription-based e-newsletter email.
Frequently Asked Questions (FAQ) fact sheet	1	November 5, 2015 to August 2016	200	Information about shoreline management planning – distributed as hard copies and as online download
Presentations and displays at meetings, events	10	November 2015 to present	400	Bluewater Shoreline Residents' Association (BSRA); Huron Manufacturers Association; Perth County Municipal Day; Huron County Water Protection Steering Committee; Ontario Small Urban Municipalities Conference; Is the Coast Clear Conference; etc.
Fact sheets	2	August 26,	200	Fact sheet – Shoreline Slope

		2016; September 20, 2018		Stability Risks and Hazards Fact Sheet for Property Owners – Terraprobe Inc.  Fact sheet – Information for landowners and contractors proposing shoreline protection works
Board of Directors – Special Meeting	1	November 3, 2016	270	Special meeting of the Board of Directors relocated to South Huron Recreation Centre to deal with notice of motion related to Draft Consultant Recommendation Report (2016)
Videos	5	April 2017 to October 2018	2,000 views	Videos – some taped professionally and some prepared in-house: 5. August 18, 2018 – Presentations, Questions, Answers at 2018 Public Information Open House; 4. June 21, 2018 – Shoreline Management Plan Update Presentation; 3. Shoreline Protection Considerations – December 21, 2017; 2. May 18, 2017 – Development of Policies and Procedures for Shore Protection Structures along the ABCA Shoreline; 1. April 20, 2017 – Shoreline Processes Presentation by Dr. Robin Davidson-Arnott
Advertisements	4	June 2017; August 2018	2,000	Advertisements of notice about public information open houses in 2017, 2018
Public Information Open Houses – 2017	2	June 3, 2017, Zurich; June 17, 2017, Thedford	220	Public information open houses and presentations and displays, including questions and answers, about shoreline management planning updates.
Public Information Open Houses – 2018	2	August 11, 2018, Thedford; August 18, 2018, Zurich	200	Public information open houses and presentations and displays, including questions and answers, about shoreline management planning updates.
Other activities	1	Ongoing outreach, correspondence, and meetings with staff	200	Creation of posters and print and online materials and response to public questions through emails, phone calls, and scheduled appointments
Opportunities for Written Comments	<p style="text-align: center;"><b>Online Survey on Shoreline Management:</b> October 21, 2015 to February 1, 2016</p> <p><b>Draft Consultant Recommendation Report 2016:</b> August 12, 2016 to December 1, 2016</p> <p><b>Presentations – Draft Proposed Development Guidelines, etc.</b> August 11, 2018 to September 15, 2018</p> <p><b>Draft Proposed Shoreline Management Plan Update (2018) – Pending:</b> A consultation opportunity will be provided for public review and inspection of a draft</p>			

	Proposed Shoreline Management Plan and to provide written comments before the document is considered for approval.
* Estimates of numbers of activities and persons reached are conservative estimates and reflect a minimum number – the actual numbers are likely to be much higher than the estimates here.	

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