

GREN PLANNING DOCUMENT
Proposed Workplan for Greenbelt Foundation Grant
October 13, 2021

Part 1: Provincial Greenbelt Expansion to Paris/Galt Moraine

We expect the Province to announce its plan to expand the Greenbelt into the PGM some time in late October. This will be accompanied by a public consultation period that will likely last 30-45 days.

GREN Goal(s):

1. To inform the public and decision makers about GREN's position on the PGM expansion.

Proposed Activities:

- Develop a region-specific submission to the Province from GREN (12 hours).
- Identify NGO stakeholders who would possibly sign on to the GREN submission (1 hour).
- Develop a GREN Action for the public: a "landing page" on the GREN website where the public can send a submission through the EBR portal and/or contact their MPP (15 hours)
- Meet with relevant NGOs and local influencers to get them to
 - support the GREN submission
 - promote the GREN Action (eg. use their social media channels to spread word about the action) (1 hour each for 15 groups= 15 hours).
- Engage with local municipalities (about 4) and the Region in any public consultations around their Greenbelt expansion submissions (2 hours per municipality x 5 municipalities = 15 hours).
- Hold one virtual Open House to engage the public and get them to support the GREN submission and GREN Action (12 hours)
- Engage local media (3 hours)

Total: 73 hours = 9 days of work

Part 2: Waterloo Official Plan/MCR/Land Needs Assessment

The Region will be considering a staff report, likely some time between January and March 2022

Goals:

1. Waterloo Region Council votes to hold the Country Line as part of the ROP
2. There is a significant increase in public engagement in the ROP

3. Tools and activities designed to assist in the above outcomes also help other groups outside of Waterloo
4. GREN helps local groups respond to the Provincial Greenbelt Expansion consultation

Proposed Activities:

- Develop a GREN Position (5 hours)
- Meet with Regional Staff, Regional Council, attend Open Houses, make Council delegations (10 hours)
- Identify NGO stakeholders who would possibly support the GREN position (1 hour).
- Develop a GREN Action for the public: a “landing page” on the GREN website where the public can send an email to their Regional Councillor (10 hours)
- Meet with relevant NGOs and local influencers to get them to
 - support the GREN position
 - promote the GREN Action (eg. use their social media channels to spread word about the action) (1 hour each for 15 groups= 15 hours).
- Hold one virtual Open House to engage the public and get them to support the GREN position and GREN Action (12 hours)
- Engage local media (3 hours)

Total: 56 hours (8 days)

Grand Total: 129 hours (17 days)

Available Budget:

Staff: \$22,400 (Franz charges \$500/day)

Comms: \$4,000

Admin: \$3,900

Background Working Notes

For Regional MCR Process:

	Mandatory	Add On	Add On 2
Primary Audience to be Engaged	Region Decision-makers: planning staff, elected officials	NGO Leaders and Key public influencers	Supporters of key stakeholder groups
Key Activities	Meet with elected officials Meet with staff Attend open Houses Make Council Delegations (10 hours)	Hold One on one meetings Work in/with the media Run Moraine 101 tours for influencers (30 hours)	Hold public events and meetings Work with stakeholder groups to engage their members (15 hours)
Communications Approaches	Direct communications	-Social media -legacy media -individual meetings -media event -Calls to Action	-Social media -meetings -regular updates -Calls to Action -lawn signs
Key Stakeholders who will assist	GREN Executive Partners - Hold the Line WR Peers - Other eNGOs	GREN Executive GREN Membership Partners - Hold the Line WR Peers - Other eNGOs	GREN Executive GREN Membership Partners - Hold the Line WR Peers - Other eNGOs