Regional Agriculture Master Plan

Task Force

April 19, 2018, 10:30 am – 1:30 pm
Broadmoor Golf Course
2100 Oak St, Sherwood Park, AB
Strathcona County, T8A 0V9

1. Opening

1.1 Quorum
Action: Confirmation
Lead: Chair Shaigec

1.2 Call to Order
Action: Declaration
Lead: Chair Shaigec

1.3 Chair Opening Remarks
Action: Information
Lead: Chair Shaigec

2. Approval of Agenda
Action: Approval
Lead: Chair Shaigec

Recommended Motion: That the Regional Agriculture Master Plan Task Force approve the Agenda of April 19, 2018.

3. Approval of Minutes
Action: Approval
Lead: Chair Shaigec

Recommended Motion: That the Regional Agriculture Master Plan Task Force approve the Minutes of March 29, 2018.

4. Regional Agriculture Master Plan

Page 4 of 22
4.1 Regional Agriculture Master Plan - Project Purpose Statement

Action: Approval
Lead: Chair Shaigec/Ms. Shuya

**Recommended Motion:** That the Regional Agriculture Master Plan Task Force reaffirm and endorse the Project Purpose Statement and recommend the Board receive it for information.

4.2 Regional Agriculture Master Plan - Draft Stakeholder Engagement Plan

Action: Approval
Lead: Chair Shaigec/Ms. Shuya

**Recommended Motion:** That the Regional Agriculture Master Plan Task Force endorse the draft Stakeholder Engagement Plan and recommend the Board receive it for approval.

4.3 Regional Agriculture Master Plan – Draft Communications Plan

Action: Approval
Lead: Chair Shaigec/Ms. Shuya

**Recommended Motion:** That the Regional Agriculture Master Plan Task Force receive the draft Communications Plan for information.

5. Introduction of the Project Consultants

Action: Information
Lead: Chair Shaigec/Mr. Bruce

5.1 Project Overview and Approach

5.2 Workplan and Schedule

5.3 Introduction to the Land Evaluation and Site Assessment Tool

5.4 Task Force Discussion

6. Adjournment

Action: Approval
Lead: Chair Shaigec

**Recommended Motion:** That the Regional Agriculture Master Plan Task Force meeting of April 19, 2018 adjourn.
<table>
<thead>
<tr>
<th>Next Meeting Date</th>
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</thead>
<tbody>
<tr>
<td>June 15, 2018</td>
</tr>
<tr>
<td>Full Day Meeting</td>
</tr>
<tr>
<td>Leduc County to Host</td>
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</table>
Regional Agriculture Master Plan Task Force

Thursday, March 29, 2018
10:30 a.m. – 12:30 p.m.
Morinville Community Cultural Centre, Hall A
9502 100 Ave, Morinville AB T8R 1P6

Members:
Rod Shaigec, Parkland County (Chair)
Michael Walters, City of Edmonton (Vice Chair)
Kathy Barnhart, Town of Beaumont
Tanni Doblanko, Leduc County
Alanna Hnatiw, Strurgeon County
Paul Smith, Strathcona County
Barry Turner, Town of Morinville

Technical Members:
Garett Broadbent, Leduc County
Jason Cathcart, Government of Alberta
Joel Gould, Strathcona County
Darren Haarsma, Parkland County
Kathryn Lennon, City of Edmonton
Karen Sundquist, Government of Alberta
Peter Vana, Parkland County

EMRB Staff & Consultants:
Jodi Abbott, Board Chair
Malcolm Bruce, CEO
Neal Sarnecki, Project Manager
Sharon Shuya, Project Manager
Stephanie Chai, Project Manager
Loreen Lennon, Communications Manager
Leslie Chivers, Operations Manager
Taylor Varro, Municipal Planning Intern
Amanda Borman, Executive Assistant
Raquel Chauvette, Administrative Assistant

Guests:
Laura Bruno, UDI Edmonton Region
Charleen Currie, City of Edmonton
Gibby Davis, City of Edmonton
Trevor Duley, City of St. Albert
Susan Evans, Strurgeon County
Glen Finstad, City of Leduc
Greg Hofmann, Town of Morinville
Stuart Houston, City of Spruce Grove
Larissa Hepp, Strurgeon County
Laurie Johnson, Leduc County
Michael Klassen, Strurgeon County
Stephane Labonne, Town of Morinville
Cory Labrecque, City of Leduc
Marnie Lee, Strathcona County
Linda Matties, Town of Stony Plain
Jacob Middelkamp, Strurgeon County
Bill Minnes, Strurgeon County
Robert Parks, Strathcona County
Shree Shinde, City of Fort Saskatchewan
Collin Steffes, Strurgeon County
Janna Widmer, Strathcona County

1. Opening

1.1 Quorum

Quorum achieved.
1.2 Call to Order

Chair Shaigec called the meeting to order at 10:32 a.m.

1.3 Chair Opening Remarks

2. Approval of Agenda

   Motion: That the agenda of March 29, 2018 be approved.
   Moved by: Councillor Paul Smith, Strathcona County
   Accepted by: Chair
   Decision: Carried unanimously

3. Approval of Minutes

   Motion: That the minutes of March 2, 2018 be approved.
   Moved by: Councillor Michael Walters, City of Edmonton
   Accepted by: Chair
   Decision: Carried unanimously

4. Regional Agriculture Master Plan

4.1 Regional Agriculture Master Plan – Draft Project Purpose Statement

   Ms. Shuya provided context on the Draft Project Purpose Statement to members of the Regional Agriculture Master Plan Task Force.

   Motion: That the Regional Agriculture Master Plan Task Force refer the draft Project Purpose Statement and outcomes back to Administration for further work.
   Moved by: Councillor Michael Walters, City of Edmonton
   Accepted by: Chair
   Decision: Carried unanimously

4.2 Regional Agriculture Master Plan – Draft Stakeholder Engagement Plan

   Ms. Shuya provided information on Draft Stakeholder Engagement Plan to members of the Regional Agriculture Master Plan Task Force.

   Motion: That the Regional Agriculture Master Plan Task Force refer the draft Stakeholder Engagement Plan back to Administration for further work.
   Moved by: Mayor Tanni Doblanke, Leduc County
   Accepted by: Chair
   Decision: Carried unanimously

4.3 Regional Agriculture Master Plan – Draft Key Messages
Ms. Shuya guided Task Force members through the Draft Key Messages.

**Motion:** That the Regional Agriculture Master Plan Task Force refer the Draft Key Messages back to Administration for further work.

**Moved by:** Councillor Michael Walters, City of Edmonton

**Accepted by:** Chair

**Decision:** Carried unanimously

5. **Next Meeting**

   - April 19, 2018 – *Location TBC*

5.1 **Adjournment**

Chair Shaigec declared the meeting adjourned at 12:12 p.m.

Task Force Chair, Rod Shaigec
Regional Agriculture Master Plan – Project Purpose Statement

Recommended Motion: That the Regional Agriculture Master Plan Task Force reaffirm and endorse the Project Purpose Statement and recommend the Board receive it for information.

Background

On February 8, 2018, the Edmonton Metropolitan Region Board unanimously approved the Regional Agriculture Master Plan Project Terms of Reference.

The development of the Regional Agriculture Master Plan represents further work to support the implementation of the Growth Plan. Specifically, the Edmonton Metropolitan Region Board committed to address the challenges facing growth of the agriculture and agi-food sector in the Edmonton Metropolitan Region. Through the development of a Regional Agriculture Master Plan and the development of a land evaluation and site assessment tool, pursuant to Policies 6.1.1.a and 6.1.1.b.

The Project Terms of Reference included a Project Purpose Statement developed by the Project Working Group as a basis to define the intent of the project.

In the development of the Project Purpose Statement the Working Group took into consideration the Growth Plan Principle 6, of Agriculture Policy Area of the Growth Plan and the specific objectives to be addressed by the further work as part of the implementation of the Growth Plan.

Recommendation

That the Task Force reaffirm and endorse the Project Purpose Statement included in the Terms of Reference as presented.

The Project Purpose Statement needs to be considered in conjunction with the Growth Plan Principles and Objectives identified for the Agriculture Policy Area of the Growth Plan.

Rationale:

The identification of a project purpose statement early in the process is important to set direction and establish parameters for the work and to inform the Vision and Guiding Principles, as part of the development of the Regional Agriculture Master Plan.
Project Purpose

To provide the region’s decision makers with a land use framework and tools to make decisions consistent with the principles and objectives of the Growth Plan.

The Regional Agriculture Master Plan will provide certainty and flexibility for the existing Agriculture and Agri-food sector and position the region to capitalize on future agricultural opportunities for the growth and sustainability of the sector for future generations.

Supporting Material

Growth Plan Principle #6

Ensure the wise management of prime agricultural resources.

In the context of metropolitan growth, we will ensure the wise management of prime agricultural resources to continue a thriving agricultural sector.

Agriculture Policy Area Objectives

6.1 Identify and conserve an adequate supply of prime agricultural lands to provide a secure local food source for future generations

6.2 Minimize the fragmentation and conversion of prime agricultural lands for non agricultural uses

6.3 Promote diversification and value added agriculture production and plan infrastructure to support the agricultural sector and regional food system.

Definition of Agriculture

The growing, raising, managing and/or sale of livestock (cattle, pigs, horses, game animals, poultry (hens, chickens, turkeys, chicks, game birds, other poultry), crops (hay, field crops, tree fruits or nuts, berries or grapes, vegetables, seed) foods other agricultural products (e.g. trees, greenhouse or nursery products, mushrooms, sod, honey), horticulture and agr-food related value added enterprises including education, motivated by either profit or lifestyle.

1 Added for greater clarity and to encompass the spectrum of food production.
Regional Agriculture Master Plan Stakeholder Engagement Plan

Recommended Motion: That the Regional Agriculture Master Plan Task Force endorse the draft Stakeholder Engagement Plan and recommend the Board receive it for approval.

Background

On February 8, 2018, the Board approved the recommendation to develop a Regional Agriculture Master Plan and land evaluation and site assessment tool, as further work to support the implementation of the Growth Plan.

The development of a RAMP and a land evaluation and site assessment tool will be firsts for this Region and will require the input from a range of regional stakeholders to ensure the Plan and its implementation responds to the future needs of the sector while achieving the objectives identified for Agriculture in the Growth Plan.

Over the past several years, municipalities in the region have completed or are in the process of completing Future of Agriculture Studies, Agriculture Strategies or an Agriculture Master Plan. These have been based on stakeholder input involving those closest to/directly involved in the sector, to help inform long range plans, strategies, and policies to support the growth of the Agriculture Sector within a specific geographical area.

Local knowledge, experience, and forward thinking about the implications of changes and opportunities facing the agriculture and agri-foods sector will be important to the overall process in developing a Regional Agriculture Master Plan and for building support among decision-makers and regional stakeholders.

To that end, a robust stakeholder engagement plan and integrated communications plan are key components to this project.

Status

The Working Group met April 9, 2018 to further refine the draft Stakeholder Engagement Plan based on input and direction received from the Task Force on March 29, 2018.

Recommendation
That the draft Stakeholder Engagement Plan be endorsed by the Regional Agriculture Master Plan Task Force and recommended the Board receive it for information.

The purpose of this Stakeholder Engagement Plan (SEP) is to identify targeted approaches to engage with a range of regional stakeholders in informing the work of a Regional Agriculture Master Plan.

The Stakeholder Engagement Plan also provides important frame of reference for the project and informs the project communications plan.

As the project work plan is defined, further work will be required to more specifically identify organizations or key individuals important to the process and will be refined through further discussions involving the Consultants, Task Force and Working Group.

An initial Stakeholder Mapping exercise was completed by the Working Group, considering a range of stakeholders and serves as a starting point for further discussions regarding the level of involvement in the project, for the purposes of mitigating risks and managing expectations.
Draft Stakeholder Engagement Plan

REGIONAL AGRICULTURE MASTER PLAN
REVISED APRIL 9, 2018
1.0 Introduction

1.1 Purpose

The purpose of this Stakeholder Engagement Plan (SEP) is to identify targeted approaches to engage with a range of regional stakeholders in informing the work of a Regional Agriculture Master Plan. The Edmonton Metropolitan Region Board has identified development of a Regional Agriculture Master Plan as an implementation priority for the Growth Plan.

To ensure the Regional Agriculture Master Plan has the support of regional stakeholders, it is critical that the Plan responds to the challenges and opportunities facing the growth of the sector and works with stakeholders to explore ideas and solutions to ensure the long term viability and sustainability. Long term here defined as 30-50-100 years.

A comprehensive engagement plan will ensure the Task Force has the most current information and understanding of challenges and opportunities facing the agriculture and agri-foods sector. Working with regional stakeholders and leveraging local and expert knowledge, experience, and data and information will inform the direction, strategies, and priorities in the Regional Agriculture Master Plan.

This SEP will serve as a guide and will evolve over time as the project develops. The SEP is also closely tied to the communications plan for the project.

NOTE: This SEP framework addresses the needs of the Project, as they are known today. The Edmonton Metropolitan Region Board is in the process of developing a Public Engagement Policy to be completed in 2018/2019. Once in effect, this SEP may need to be adjusted to be consistent with the Policy.

1.2 Engagement Objectives

The process of stakeholder engagement will strive to achieve the following objectives:

- improve and facilitate decision-making;
- create an atmosphere of understanding that actively involves those directly affected and other stakeholders in a timely manner;
- provide these groups with sufficient opportunity to voice their opinions and concerns that may influence Project decisions; and
- develop long-term partnerships among the rural industries and regional stakeholders to support future planning and policy development.
1.3 Engagement Principles

The stakeholder engagement process is defined by a set of core values and provide the framework for all interactions with stakeholders.

- **Commitment** – is demonstrated when the need to understand, engage and identify the stakeholders is recognized and acted upon early in the process.
- **Trust** – is achieved through open and meaningful dialogue that respects and upholds a person’s or organization or community’s beliefs, values and opinions.
- **Integrity** – is established when engagement is conducted in a manner that fosters mutual respect and trust.
- **Respect** – is created when the rights, cultural beliefs, values and interests of stakeholders are recognized.
- **Transparency** – is achieved by being clear and open about the process, and providing timely responses to concerns.
- **Collaboration** – is encouraged among stakeholders when they work together towards workable solutions.
- **Openness and Learning** – is encouraged in a safe environment when one can explore new ideas, learn and apply information in ways that generate options collaboratively, and ensures engagement is effective and relevant.
- **Expectations** – are set when the purpose of the engagement and how much influence people will have on the outcomes is clear.
- **Inclusiveness** – is achieved through broad participation and supported by appropriate participation opportunities; and
- **Planning** – ensures the engagement serves both a clearly defined purpose and the needs of participants.

1.4 Engagement Process

The Stakeholder Engagement Plan will create opportunities to participate in formal and informal consultations to facilitate input, opinions, collect information, and stimulate discussion about ideas, options, directions, and possible decisions and associated implications. In this way, affected and interested stakeholders will have opportunities to provide input on policies and initiatives before they are finalized.

Several of the region’s municipalities have completed either an Agriculture Master Plan, Ag Strategies or Ag Studies, which involved stakeholders input. To that end, the involvement of regional stakeholders will be guided by direction from the Task Force for this project.
2.0 Stakeholder Analysis

2.1 Definition

The term “stakeholder” generally refers to any individual or group that, either positively or negatively, impacts or is impacted by the decisions and actions of an organization. Stakeholders are often categorized into two groups based on direct or indirect impacts.

In considering the both the process and outcomes for the project, the Stakeholders have been divided into two groups largely based on their role. The two groups are Lead Government Agencies and Regional Stakeholders. Regional Stakeholders is further segmented into the Agriculture and Agri Food Sector, and then Key Stakeholder Groups.

2.2 Lead Government Agencies

The Lead Government Agencies include the Board, Member Municipalities and the Province of Alberta, in recognition of their roles as the decision-makers. The Board members, the Province and member municipalities will also have a unique role to play when it comes to communications.

The Board, member municipalities and the Province will be engaged throughout the process, as follows.

- The Board will be directly involved with vetting the work of the Task Force, approving project milestones and the final Plan.
- Member municipalities and their administrations will be a critical interface between the various local publics, regarding this project. They will require up-to-date information about the project, its progress, key decisions and opportunities to have input while being able to represent and communicate the importance and value of the project for the long term.
- The Province will be informed of the direction and outcomes of the project through information sessions at the ADM level (with affected Ministries) and through internal briefings, organized by the Land Use Secretariat and/or the Alberta Agriculture and Forestry representative(s).

2.3 Regional Stakeholders

Regional Stakeholders will be engaged based on the issues under consideration, and at the appropriate time in the process in order to gather data, information, and opinions, and to explore options and solutions relative to the project purpose and outcomes.
An initial list of regional stakeholders or *publics* has been identified and further segmented into two groups. The first is Agriculture and Agri-foods Sector. Note: under agriculture it will be important to recognize not only the producers but also land owners. The difference in interests, composition, and method of consulting/involving will need to be taken into consideration, between these two groups.

The balance of stakeholders have been lumped under Key Stakeholder Groups representing a range of interests be considered at some level.

As the project work plan is finalized this list will be refined in consultation with the Consultants, Task Force, and Working Group. Examples include, and are not limited to the following, in no particular order:

- Academic Institutions
- Other Orders of Government;
- NGO’s – includes producers, agriculture input providers, development industry;
- Businesses/ Other Industry- Non Agriculture
- Indigenous population
- Youth Groups
- General Public
- Media

**Diagram 1.0**

[Diagram showing the relationship between stakeholders and lead government agencies, with key stakeholder groups.]
To determine the role and level of engagement of the regional stakeholders, the working group completed an initial stakeholder mapping exercise, using the following approach.

### 2.4 Stakeholder Mapping

Stakeholder Mapping is a process that allows for the development of specific strategies and approaches to stakeholder engagement, based on an assessment of the stakeholder’s impact on the project by understanding the level of influence/authority the stakeholder may have, and its level of interest in the area or topic under consideration.

Due to the complex nature of developing a Regional Agriculture Master Plan, using this type of approach will be useful in ensuring the process focuses on those stakeholders who have a vested interest in the outcomes and overall success of the Plan. Understanding who should be consulted will be based on two factors: level of influence/authority; and interest. Proper planning can avoid/or mitigate potential impacts (positive and negative) that can arise from an inappropriate level of engagement, misunderstanding, or a lack of information.

**Diagram 2.0 – Framework**

![Stakeholder Mapping Diagram]

- **Consult**: Low Interest, Low Influence/Authority
- **Involve**: High Interest, High Influence/Authority
- **Monitor**: High Interest, Low Influence/Authority
- **Inform**: Low Interest, High Influence/Authority
2.5 Stakeholder Engagement – Regional Agriculture Master Plan

Diagram 3.0 below shows the results of the Stakeholder Mapping for the development of the Regional Agriculture Master Plan.

Diagram 3.0 – draft Stakeholder Mapping - RAMP

Stakeholder engagement will be an ongoing process as part of developing a RAMP. Stakeholder engagement will occur based on the direction of the Task Force in collaboration with the Consultants and the Working Group.

3.0 Other Considerations

While the main effort of this project will likely involve face-to-face consultation, the Task Force may consider other formats to allow any and all Stakeholders to provide input at any time.
throughout the process. Allowing Stakeholders the opportunity to provide comments, opinions, identify ideas and express concerns anonymously.

The use of other formats for input will be included in the discussion about the communications plan, and may include the use of a project landing page on the EMRB website to allow for interested stakeholders to participate in the process by leaving a comment or respond to questions or surveys, social media, etc.

### 4.0 Resources, Roles & Responsibilities

The following table outlines the roles and responsibilities to support the Stakeholder Engagements Plan.

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<thead>
<tr>
<th>Resource</th>
<th>Roles &amp; Responsibility</th>
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<tbody>
<tr>
<td>Consultant</td>
<td>• Content&lt;br&gt;• Facilitate Session&lt;br&gt;• Documentation</td>
</tr>
<tr>
<td>Regional Stakeholders</td>
<td>• Attend&lt;br&gt;• Participate</td>
</tr>
<tr>
<td>Task Force</td>
<td>• Attend &amp; Observe&lt;br&gt;• Network</td>
</tr>
<tr>
<td>Working Group</td>
<td>• Attend &amp; Observe&lt;br&gt;• Network&lt;br&gt;• Support</td>
</tr>
<tr>
<td>Board / Member Municipalities</td>
<td>• Provide Venues (for consideration)&lt;br&gt;• Attend &amp; Observe&lt;br&gt;• Network&lt;br&gt;• Support</td>
</tr>
<tr>
<td>Province</td>
<td>• Attend &amp; Observe&lt;br&gt;• Network</td>
</tr>
<tr>
<td>EMRB Administration</td>
<td>• Logistics&lt;br&gt;• Attend &amp; Observe&lt;br&gt;• Network&lt;br&gt;• Support</td>
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6.0 Budget

The project work plan includes a number of Stakeholder Engagements to support the development of the RAMP and land evaluation and site assessment tool. The costs for these meetings have been included in the overall budget for the project, and assume that the member municipalities will absorb the cost of hosting the consultations.
Regional Agriculture Master Plan – Draft Communications Plan

**Recommended Motion:** That the Regional Agriculture Master Plan Task Force receive the draft Communications Plan for information.

**Background**

On February 8, 2018, the Edmonton Metropolitan Region Board approved the Terms of Reference for the development of a Regional Agriculture Master Plan (RAMP) as part of the implementation of the Agriculture Policy Area within the Edmonton Metropolitan Region Growth Plan.

At that same time, the Board appointed a seven member Task Force to oversee the development of a Regional Agriculture Master Plan that would address the implementation of the Agriculture Policy Area objectives identified in the Growth Plan.

Given the complex and sensitive nature of this project, it is recognized that the potential exists for a great deal of interest in the process, and that it will be important to be proactive in communicating and making information available to interested stakeholders.

The Task Force, Working Group, Board, Member Councils and municipal administrations and potentially the Province are most likely to have direct contact key stakeholders identified in the Stakeholder Engagement Plan. Especially in the startup of this project, it will be important to ensure clear and consistent messaging occurs with respect the project’s purpose, scope, approach, roles and project deliverables, etc. to avoid misunderstanding.

To ensure stakeholders have access to and/or are provided with the appropriate background and context, and status of the project, a proactive communications strategy and plan is required.

**Recommendation:**

To be efficient and ensure consistent, timely and accessible information, by any interested stakeholder, it is recommended that the information about the project be housed on the EMRB website on a dedicated Regional Agriculture Master Plan page under the Growth Plan. The end result will be a single source for all related information about the

*Content under consideration includes – Task Force Members, Project Progress, Milestones and Key decisions, FAQ, and an area to provide comment or feedback, social media, contacts, links to member municipalities and related Ag studies, strategies and Master Plans, etc.*
All content will be downloadable and printable, and include links to the Growth Plan Agriculture Policy Area, links to Meetings and Agenda Packages, etc.

Rationale:

Ongoing communications to keep interested stakeholders apprised of the status of this project is critical to ensure avoidance/management of potential impacts (negative/positive) that can occur from a lack of or information, or misunderstanding about the project, context, intent, process and outcomes.

Understanding the different stakeholders and their overall role and importance (or influence) on the project will be important to ensure the communications plan is robust enough to address different needs for information.

The EMRB website is an opportunity to bring greater awareness to the Board itself and the regional work underway. Use this as an opportunity to draw attention to foundational long-range planning and policy document of the Board's Edmonton Metropolitan Region Growth Plan, and links to relevant municipal plans.