



**Special Areas Board**

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# Community Pasture Policy Review

*Report on Public Consultation*

*Community Pasture Policy Review Committee*

**SEPTEMBER 25, 2019**

# COMMUNITY PASTURE POLICY REVIEW – PUBLIC CONSULTATION REPORT

## 1.0 EXECUTIVE SUMMARY

### 1.1 PUBLIC CONSULTATION PROCESS

Formal public feedback included all feedback submitted through the online survey (Survey Monkey), emailed submissions to [public.input@specialareas.ab.ca](mailto:public.input@specialareas.ab.ca), and submissions via traditional mail.

- No submissions were received through the [public.input@specialareas.ab.ca](mailto:public.input@specialareas.ab.ca) email.
- One (1) written submission (mailed) was received.
- Sixty-nine (69) online submissions were received through the survey (Survey Monkey).

The detailed summary of all formal public feedback received is listed in *Appendix 4*.

### 1.2 ANALYSIS

#### 1.2.1 DEMOGRAPHICS

Seventy (70) respondents provided feedback on the current Community Pasture Policy in the May 27<sup>th</sup> to July 11<sup>th</sup> consultation period. 87% of respondents were identified as Special Areas residents based on reported postal code for primary residence. Primary agriculture was listed as the principal occupation for 71% of respondents.

Over 78% were between 35 and 64 years old, with approximately 55% between 35 and 54 years old.

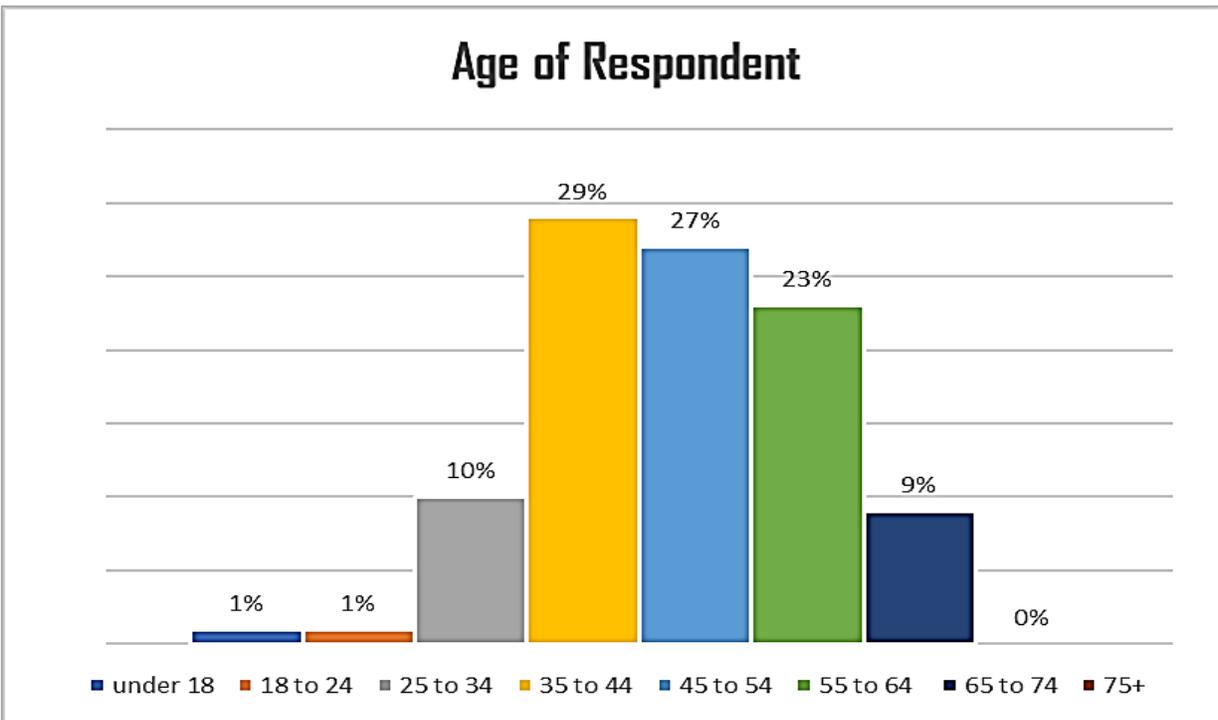


Chart 1 – age of respondents

In general, respondent age was consistent with federal census information for this region; however, there was lower representation from respondents aged under 18 and over 65. This is potentially a result of residents under 18 and over 65 being less likely to utilize community pastures.

Respondents were grouped into three main stakeholder groups: current patrons (respondent or a family member of the respondent), past patrons (respondent or a family member of the respondent), and other groups. Miscellaneous respondents (10%) included grandparents/parents of potential future pasture patrons, recreational users of the community pastures, adjoining landowners, and residents of the Special Areas.

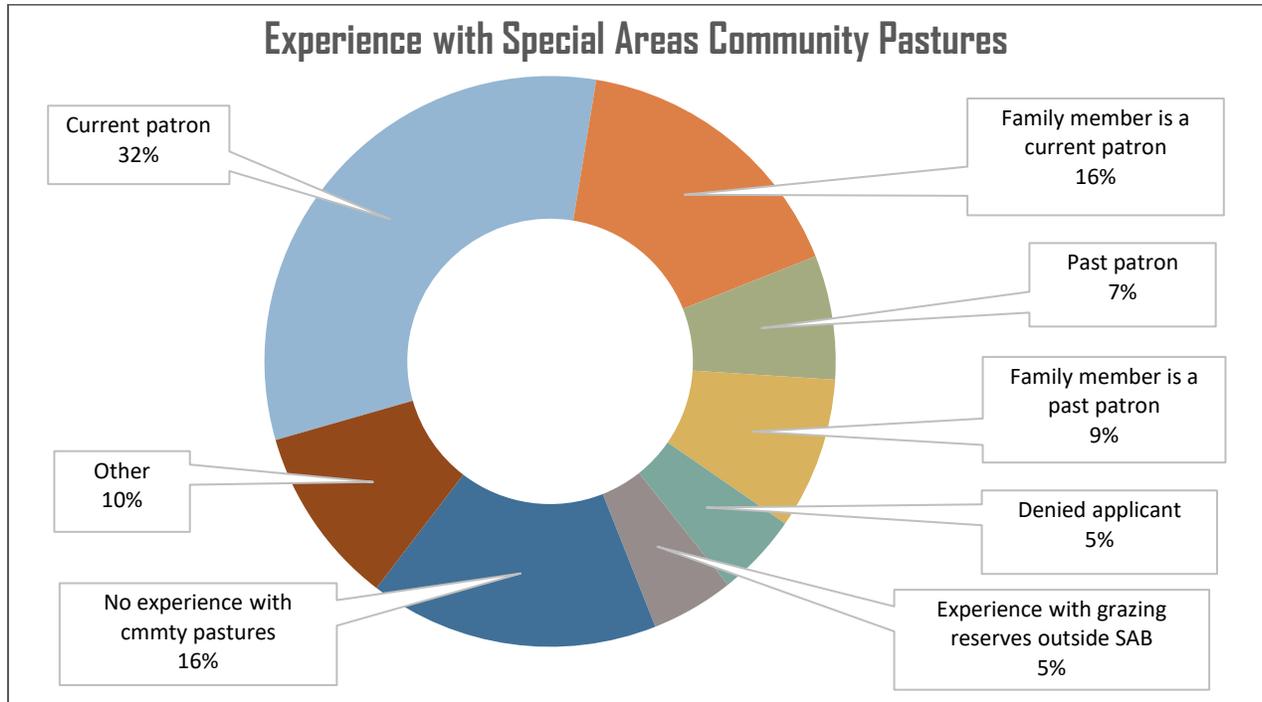


Chart 2 – respondent stakeholders (by experience with community pastures)

In general, this public consultation was successful in soliciting feedback from a range of stakeholders, including some key stakeholder groups which provided feedback. Almost half (48%) of respondents identified as current patrons or had family members who were current patrons. Changes to the community pasture policy are likely to have a significant impact on this stakeholder group; therefore, ensuring this public consultation included feedback from this group was critical. A significant number of respondents (16%) identified as past patrons or had family members who are past patrons. Feedback from this stakeholder group is valuable as it provides differing perspectives on the impact of potential changes to the policy from a group with direct experience in Special Areas community pastures. Finally, feedback was received from stakeholders who have no direct experience with Special Areas community pastures. This group, including residents (therefore taxpayers) of the Special Areas, provides a third distinct set of feedback. As community pastures are funded through public tax dollars, feedback provided by this last stakeholder group could be of value when considering the impact to the public at large of any potential changes to the policy.

Based on prior public consultations undertaken by the Special Areas, this consultation had a higher rate of engagement with more detailed feedback provided. The average time for respondents to complete the online survey was 16.5 minutes, with increases in responses through the online survey seen after ratepayer meeting dates.

## 1.2.2 RESPONSE RATES - SUMMARY

Response rates to the sections of the current Community Pasture Policy were calculated for each primary stakeholder group to help establish which sections of the current Community Pasture Policy generated significant volume of feedback. Response rates were calculated on a percentage basis (% of stakeholder group which provided feedback to the policy section) and were corrected for non-responses (i.e. “no” in the comment field in response to the “do you have any feedback” question).

In general, the sections of the current Community Pasture Policy which generated the most feedback were:

- Assessment (29% response rate)
- Long-term patron (21% response rate)
- Allotment (20% response rate)
- Proximity (19% response rate)
- Priority (17% response rate)
- Patron-retirement option (17%)

General feedback on the current Community Pasture Policy (not specific to any section) was provided by 20% of respondents.

Table 1 – response rates per section by stakeholder

Policy Section	Response Rate			
	All respondents	Current Patrons	Past Patrons	Other
Approval Statement	16%	8%	21%	20%
Purpose	16%	8%	29%	20%
Definitions	10%	18%	7%	8%
Allotment	20%	11%	36%	24%
Priority	17%	18%	21%	16%
<b>Assessment</b>	<b>29%</b>	<b>24%</b>	<b>50%</b>	<b>32%</b>
Proximity	19%	22%	14%	16%
Long-term Patron	21%	24%	29%	12%
Patron-retirement Option	17%	14%	29%	16%
Multiple Family Units	6%	3%	14%	4%
Stabilized Units over Assessment	13%	8%	21%	24%
AUM Threshold in Pasture	11%	16%	14%	4%
Miscellaneous	11%	14%	14%	8%
Estates of Deceased Patrons	4%	3%	7%	4%
General	6%	5%	7%	4%
Any other feedback to share?	20%	14%	21%	24%

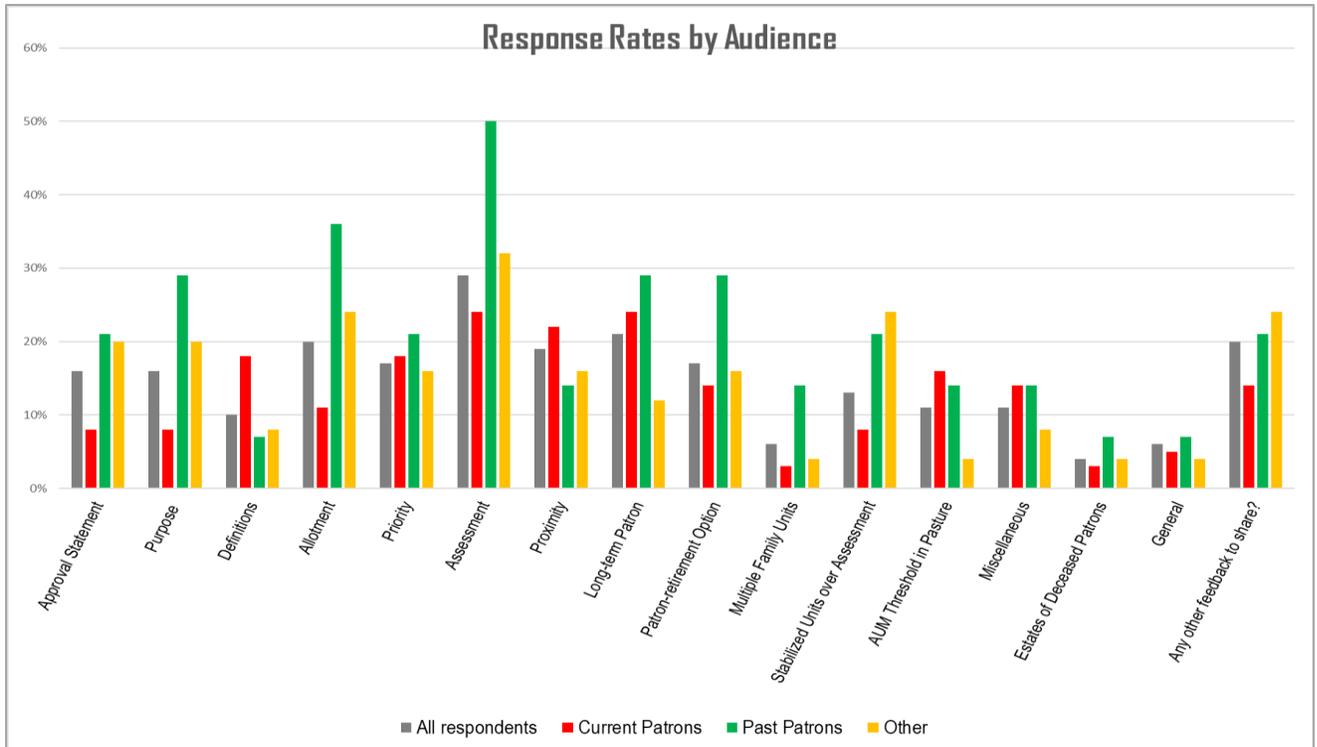


Chart 3 – response rates per section by stakeholder

Each stakeholder group was generally consistent in which sections of the current Community Pasture Policy they provided feedback on; however, the feedback for each stakeholder group was different in content, key messages, and recommendations. It was possible for individual respondents to select more than one category as they were asked to select any category which applies.

The “**current patron**” stakeholder group included 37 respondents, with 89% identifying as Special Areas residents. This group provided feedback most frequently for the assessment, long-term patron, proximity, priority, and definitions sections. To summarize, this group was consistent indicating the current policy needed some changes, with comments touching on the need for process improvements, increased transparency/objectivity, and changes to current thresholds for assessment and age. There were mixed (opposing) comments on changes to the proximity/priority sections.

The “**past patron**” stakeholder group included 14 respondents, with 93% identifying as Special Areas residents. This group provided feedback most frequently for the assessment, allotment, long-term patron, patron-retirement option, and purpose sections. To summarize, this group commented most frequently on increasing access/use of community pastures for younger producers/new entrants, changing the allotment system to increase transparency/ objectivity, and increasing auditing of applications to ensure correctness/accuracy of submitted information.

The “**other**” stakeholder group included 25 respondents, with 80% identifying as Special Areas residents. This group provided feedback most frequently for the assessment, allotment, stabilized units over assessment, approval statement, and purpose sections. To summarize, this group commented most frequently that the role of community pastures is to support younger producers/new entrants, that community pastures are a public resource (as they use public lands), need for improving transparency and objectivity of processes, and increasing audits of applications to ensure correctness/accuracy of submitted information.

## 2.0 DETAILED ANALYSIS

### 2.1 CURRENT PATRONS

37 respondents were identified as being a part of the “current patron” stakeholder group: either the respondent themselves or a having a family member who was a current patron.

- Age groups: 39% - 35 to 44, 30% - 45 to 54, 27% - 55 to 64
- Postal codes: 89% were Special Areas residents, 11% were not Special Areas residents
- Principal occupation: 78% were primary agriculture (farming/ranching)

Feedback from this group was related to:

- Approval Statement – 8% response rate (8 comments, 5 with “no” as response)
  - o No comments (or changes) to the current statement, with some input on long-term patrons not needing to get approved each year.
- Purpose – 8% response rate (9 comments, 6 with “no” as response).
  - o Feedback related to age of applicants, the appropriate size of operation/age of entrant (e.g. is the group being helped by the pastures the group most in need of subsidy?).
- Definitions – 18% response rate (11 comments, 5 with “no” as response)
  - o Feedback ranged from family unit definition being inconsistent with age of retirement, residence definition, cattle weights and assessment levels.
- Allotment – 11% response rate (9 comments, 5 with “no” as response)
  - o Feedback generally related to size of operations (large) not needing grazing, off-farm income, voting process for new patrons, and challenge of consistently using “primary occupation” as key qualifier.
- Priority – 18% response rate (9 comments, 3 with “no” as response)
  - o Feedback generally was split between two positions: location shouldn’t matter (i.e. no buffer zones should be used) or location should matter (and buffer zones should be reviewed).
- Assessment – 24% response rate (12 comments, 3 with “no” as response)
  - o Feedback generally was consistent on wanting changes to this section, with the majority looking for changing assessment/cow herd size to current (i.e. larger) levels. Patrons renting land out was noted as being inconsistent with a need for supplemental grazing.
- Proximity – 22% response rate (11 comments, 3 with “no” as response)
  - o Feedback was generally in favor of changing this section, whether removing it entirely or modifying the boundaries.
- Long-term Patron – 24% response rate (12 comments, 3 with “no” as response)
  - o Feedback was split between two positions: keep the section and phase out 65 years and up *or* remove this section (i.e. discriminatory, off-farm income for younger patrons not considered, many are actively ranching past 65, etc.).
- Patron-retirement Option – 14% response rate (9 comments, 4 with “no” as response)
  - o Feedback was limited to modifying the section to accommodate spouses, late-in-life children, or providing opportunity to individual taking over the operation.
- Multiple Family Units – 3% response rate (5 comments, 4 with “no” response)
  - o Feedback was related to brands on cattle (local living in area).
- Stabilized Units Over Assessment – 8% response rate (7 comments, 4 with “no” response)
  - o Feedback related to the use of assessment that adjusts with current land values, increasing limits, and keeping section to assist new/younger producers.

- AUM Threshold in Pasture – 16% response rate (9 comments, 3 with “no” response)
  - o Feedback was in favor of having consistent AUMs across all pastures, with the opportunity to increase AUMs if there is availability.
- Miscellaneous – 14% response rate (8 comments, 3 with “no” response)
  - o Feedback ranged from size of landholdings (1/4 section minimum) to use of rented land in qualifying landholdings. Other feedback related to minimum number of heads as threshold for entry.
- Estates of Deceased Patrons – 3% response rate (5 comments, 4 with “no” response)
  - o Feedback related to section seeming fair (no change needed).
- General – 5% response rate (7 comments, 5 with “no” response)
  - o Feedback related to delay in notification to patrons of allotments.
- Feedback on Community Pasture Policy (general feedback on policy to the Committee)
  - o 14 % response rate (8 comments, 3 with “no” response)
  - o Feedback included inclusion of pasture management/employees in decision making, use of age as deciding factor in allotments (discriminatory), keeping community pastures for residents to use for future, not selling community pastures, regularly planned reviews with patron associations and administration, longer allotment terms (security of tenure), and consultation with patrons on pasture staffing decisions.

## 2.2 PAST PATRONS

14 respondents were identified as being a part of the “past patron” stakeholder group: either the respondent themselves or a having a family member who was a past patron.

- Age groups: 29% - 25 to 34, 29% - 35 to 44, 21% - 45 to 54
- Postal codes: 93% were Special Areas residents, 7% were not Special Areas residents
- Principal occupation: 86% were primary agriculture (farming/ranching)

Feedback provided related to the:

- Approval Statement – 21% response rate (3 comments, 0 with “no” as response)
  - o Feedback related to changing the process of deciding allotments (more equally, among qualified patrons), years in agriculture as threshold for capping off, increasing availability of pastures to new entrants/younger patrons.
- Purpose – 29% response rate (4 comments, 0 with “no” as response).
  - o Feedback related to equal division of allotments to a qualified pool of applicants, moving to help new patrons (not favoring old patrons like current system), and helping younger producers/patrons.
- Definitions – 7% response rate (1 comment, 0 with “no” as response)
  - o Feedback related to use of proximity and allotments.
- Allotment – 36% response rate (5 comments, 5 with “no” as response)
  - o Feedback generally related to changing allotment decision process (voting, third-party, etc.), better defining “tangible need for supplemental grazing”, biased evaluations by local “community” (i.e. need for impartial allotments not allotment committees).
- Priority – 21% response rate (3 comments, 0 with “no” as response)
  - o Feedback generally was in favor of residence requirements, with no proximity boundaries.
- Assessment – 50% response rate (7 comments, 0 with “no” as response)
  - o Feedback generally related to need for better auditing/verifying of information by applicants, with issues raised from errors (intentional or accidental) in not

- reporting all assessment/land to multi-generational farms not reporting as combined operations.
- Proximity – 14% response rate (2 comments, 0 with “no” as response)
    - o Feedback was generally in favor of changing this section, whether removing it entirely or modifying the boundaries.
  - Long-term Patron – 29% response rate (4 comments, 0 with “no” as response)
    - o Feedback was in favor of a cap, whether from age (over 65) or years in the pasture. The use of pastures to support younger ranchers was noted as primary purpose of the pastures.
  - Patron-retirement Option – 29% response rate (4 comments, 0 with “no” as response)
    - o Feedback ranged from removing this section to maintaining it as is. No consistent position in this stakeholder.
  - Multiple Family Units – 14% response rate (2 comments, 0 with “no” response)
    - o Feedback related to removing this section entirely.
  - Stabilized Units Over Assessment – 21% response rate (3 comments, 0 with “no” response)
    - o Feedback related to the use of assessment that adjusts with current land values, increasing limits, and making this section simpler.
  - AUM Threshold in Pasture – 14% response rate (2 comments, 0 with “no” response)
    - o Feedback was in favor of having consistent AUMs across all pastures, with the focus on increasing the numbers of patrons benefiting from the pastures.
  - Miscellaneous – 14% response rate (2 comments, 0 with “no” response)
    - o Feedback ranged from cancelling allotment committees and providing new AUMs to new patrons (rather than increasing AUMs to patrons in pasture).
  - Estates of Deceased Patrons – 7% response rate (1 comment, 0 with “no” response)
    - o Feedback related to ending patron allotment on death (no delayed period).
  - General – 7% response rate (1 comment, 0 with “no” response)
    - o Feedback related to cancellation of allotment committees.
  - Feedback on Community Pasture Policy (general feedback on policy to the Committee) - 21 % response rate (3 comments, 0 with “no” response)
    - o Feedback included change in rates to closer to marker (\$/day), equal opportunity for all residents to access pastures, simplifying pasture policy and processes to increase transparency, better auditing patrons to ensure need for supplemental grazing exists, and more consistent application of policy to ensure no favoritism.

### 2.3 OTHER GROUPS – SAB RESIDENTS, NO SAB PASTURE EXPERIENCE

25 respondents were identified as being a Special Areas resident, having experience with pastures outside Special Areas, having no experience with SAB community pastures, or “other”. Other respondents included: recreational users of pasture areas, respondents on behalf of potential future applicants, and adjoining land owners.

- Age groups: 15% - 35 to 44, 35% - 45 to 54, 15% - 55 to 64
- Postal codes: 80% were Special Areas residents, 20% were not Special Areas residents
- Principal occupation: 58% were primary agriculture (farming/ranching)

Feedback provided related to the:

- Approval Statement – 20% response rate (8 comments, 3 with “no” as response)
  - o Feedback related to community pastures being a public resource (recreational access), timeframes for stabilization (i.e. will this take 20 years – 50 years) and the purpose of pastures to provide new entrants a foothold into ranching.

- Purpose – 20% response rate (7 comments, 2 with “no” as response).
  - o Feedback related to availability to other non-SAB producers (public land) and use of time limits to help producers achieve stabilization (terms).
- Definitions – 8% response rate (7 comment, 5 with “no” as response)
  - o Feedback related to allotments and expanding definitions to include grandchildren.
- Allotment – 24% response rate (7 comments, 1 with “no” as response)
  - o Feedback generally related to ensuring fair and unbiased allotments, time limits for patrons (tangible need for 10 years only), issues with requiring principal occupation as farmer/rancher.
- Priority – 16% response rate (5 comments, 1 with “no” as response)
  - o Feedback was varied, with comments on not having a priority section to changing priority to age (opposed to location) and new patrons.
- Assessment – 32% response rate (9 comments, 1 with “no” as response)
  - o Feedback generally related to need for better auditing/verifying of information by applicants, issues related to renting land to increasing assessment levels.
- Proximity – 16% response rate (5 comments, 1 with “no” as response)
  - o Feedback consistently related to removing this section.
- Long-term Patron – 12% response rate (4 comments, 1 with “no” as response)
  - o Feedback was generally in favor of a cap, whether from age (over 65 or less) or years in the pasture. The reduced value of CPP and OAS was noted.
- Patron-retirement Option – 16% response rate (4 comments, 0 with “no” as response)
  - o Feedback related to creating a term limit for time in pasture (not age related), moving policy to be consistent with other public land policies, to removing any special consideration of family members.
- Multiple Family Units – 4% response rate (2 comments, 1 with “no” response)
  - o Feedback related to removing this section entirely.
- Stabilized Units Over Assessment – 24% response rate (6 comments, 0 with “no” response)
  - o Feedback related to needing a consistent application of this section (no exceptions), increased audits on applications to ensure correctness, and using assessment that adjusts with current land values.
- AUM Threshold in Pasture – 4% response rate (3 comments, 2 with “no” response)
  - o Feedback was in favor of having consistent AUMs.
- Miscellaneous – 8% response rate (4 comments, 2 with “no” response)
  - o Feedback ranged from ensuring unbiased management (no “old boys club”) to disqualifying patrons who rent pasture.
- Estates of Deceased Patrons – 4% response rate (3 comments, 2 with “no” response)
  - o Feedback related to extending permit to 3 years.
- General – 4% response rate (3 comment, 2 with “no” response)
  - o Feedback related to appeals being managed by elected officials.
- Feedback on Community Pasture Policy (general feedback on policy to the Committee)
  - o 24% response rate (6 comments, 0 with “no” response)
  - o Feedback included keeping the policy as is, improving the processes and management of the pastures to decrease biased and self-serving decision-making, improving biosecurity, changing rates to reflect actual costs, improving transparency of pasture management (breeding bull management), and improving the service provided to applicants.

### 3.0 PUBLIC CONSULTATION IN THE SPECIAL AREAS - GENERAL

The Special Areas recognizes meaningful public consultation is a critical part of the municipal decision-making process and is committed to creating opportunities for public participation in municipal decisions which directly impact ratepayers.

The key principles of engagement which frame public consultation in the Special Areas include:

<b>Clarity</b>	what is and what is not a part of the consultation process will be clearly outlined for the public to help them understand their role in the decision process.
<b>Accountability</b>	information gathered as a part of public consultation will be used by the Special Areas to guide their decision-making process, including any potential amendments or changes.
<b>Transparency</b>	information gathered as a part of this public consultation will be documented, reviewed and shared with the public when appropriate. Relevant information will be publicly available through the Special Areas website.
<b>Respectful</b>	public consultation will be respectful of all participant’s comments, inputs, questions and concerns. The Special Areas will moderate and monitor any public forums related to the public consultation to support respectful interactions and communications by all participants.
<b>Responsive</b>	Special Areas is committed to being accessible and responsive to stakeholder concerns, whether expressed in-person, through email, or phone.

### 4.0 PUBLIC CONSULTATION – COMMUNITY PASTURE POLICY REVIEW

#### 4.1 SUMMARY OF PHASE ONE – PUBLIC CONSULTATION

Special Areas engaged in public consultation related to the current Community Pasture Policy from May 22<sup>nd</sup> to July 11<sup>th</sup>. This engagement included a series of posts on the Special Areas social media platforms (Facebook, Twitter, Instagram) and a dedicated “Public Consultation” webpage on the Special Areas website. In addition to the online component, physical information packages were made available at annual ratepayer meetings and at local District Offices. A detailed summary of the communication tools used is presented in *Appendix 1*. Social media performance (including statistics) from the online phase of the public consultation is summarized in *Appendix 2*.

The type of feedback the Committee would consider was clearly identified in the online phase through post content (narrative and infographic) and in all Special Areas social media responses. Informal (social media comments) feedback was specifically identified as not being considered as it was not formal written feedback. No informal feedback was provided in this consultation (i.e. comment on a Facebook post).

It was critical all public feedback was documented in a transparent, respectful and systematic manner. A generic municipal email ([public.input@specialareas.ab.ca](mailto:public.input@specialareas.ab.ca)) was identified as the correct place for all emails related to the public consultation. No emails related to the community pasture policy review were received.

This interim report on the public consultation was shared with the Community Pasture Policy Review Committee. Public consultation marketing materials indicated any formal feedback

provided through the public consultation process would be shared with the committee, with any personal identifying information redacted. The purpose of the consultation was to provide the committee with feedback on the current Community Pasture Policy. Public feedback was identified as one area of information the committee would be using to assist in forming any recommendation(s) to the Advisory Council.

The final report on this public consultation is posted on the Special Areas website.

## **4.2 BACKGROUND – COMMUNITY PASTURE POLICY REVIEW**

### PURPOSE OF COMMITTEE

The Special Areas Advisory Council struck a committee to develop a new community pasture policy at the December 2018 meeting. The committee includes representatives from Administration and Advisory Council. Both patron and non-patron views are represented on the committee.

The committee is planning to present their recommendations to the Advisory Council during the fall meeting.

### PUBLIC CONSULTATION

The committee identified public feedback on the current Community Pasture Policy would assist them in forming any formal recommendations for the Advisory Council to consider.

Public consultation was undertaken by Special Areas Communications from May 27<sup>th</sup> to July 2<sup>nd</sup>. The consultation was extended on July 2<sup>nd</sup> until July 11<sup>th</sup> based on feedback from ratepayer meetings.

This consultation included the opportunity to submit feedback on the current Community Pasture Policy through the following mechanisms:

- Online survey (hosted by Survey Monkey) which presented the current Community Pasture Policy and requested feedback for each section.
  - o Demographic information was requested to assist with analyzing the feedback. No personal identifying information was requested.
- Email submission – emails to [public.input@specialareas.ab.ca](mailto:public.input@specialareas.ab.ca)
- Written submission – feedback could be sent directly to SAB Communications Officer

## **APPENDIX 1**

### **EXTERNAL COMMUNICATION PLAN & TOOLS**

#### EXTERNAL COMMUNICATIONS (PUBLIC CONSULTATION PLAN)

The Special Areas public consultation plan included:

- A social media campaign via Facebook, Twitter and Instagram channels highlighting:
  - Who is potentially impacted (residents of SAB),
  - What public consultation opportunities are available, and
  - The current Community Pasture Policy being reviewed.
  - *A weekly post will run from May 27 to July 2, 2019*
  
- The public consultation webpage on the Special Areas was updated with information related to the community pasture policy review, including:
  - Information on the review,
  - Information on how to provide feedback, and
  - Copy of the current Community Pasture Policy.
  - *This was active during the engagement period (May 27 to July 11, 2019). It was moved to “under review” from July 11 until: a new policy is adopted, no new policy is adopted (current one stays as is), or additional public consultation is required. If additional public consultation is required, the information will be moved back to the “current” section.*
  
- A physical information package was posted at the District Offices public counters. A display was posted at all annual ratepayer meetings as well. Packages included:
  - Poster of the social media campaign marketing materials,
  - A “how to share your thoughts” postcard which outlines the ways individuals can provide feedback,
  - A cover letter outlining how to provide feedback using direct email (not the online survey tool), and
  - Copies of the current policy.
  - *A digital version of this information package was available for Area Administrators to share electronically with ratepayers if requested.*
  - *Packages were posted from May 27 to July 11, 2019 and was available at annual ratepayer meetings.*

#### Online Survey

An online survey was created to collect feedback on the current Community Pasture Policy during the consultation period. This survey collected some demographic information to assist with the analysis of the feedback provided. The survey presented the current Community Pasture Policy in sections requesting feedback for each section of the policy.

#### Public Meetings – Annual Ratepayer meetings

Information packages and public consultation displays were set up at all annual ratepayer meetings. The active public consultation was noted, along with the display material, at each of the meetings.

#### Public Input Email – Generic

A generic municipal email ([public.input@specialareas.ab.ca](mailto:public.input@specialareas.ab.ca)) was set up to receive all emails related to the public consultation, with a planned generic response email confirming receipt and providing information on the public hearing sent in response.

### Digital Information Package Requests

Any individuals requesting the digital information package were emailed the information and this email message.

*Thank you for your interest in our active public consultation on Community Pasture Policy Review. If you would like to provide feedback, you can provide your written submission through:*

- *Online at: survey link information*
- *Email at [public.input@specialareas.ab.ca](mailto:public.input@specialareas.ab.ca)*
- *Written submission to: M. Chostner, Communications  
Special Areas Board  
Box 820  
Hanna, AB T0J 1P0  
Attn: Community Pasture Policy Review - Public Feedback*

**PROJECT COMMUNICATION DOCUMENTS**

PROJECT COMMUNICATION TIMELINES/TOOLS

Type	Active Dates	Tool*	Stakeholder	Channel	Frequency
<b>On-line/Digital</b>	May 27- July 11	Social Media Poster	All Stakeholders	Facebook, Twitter, Instagram, website	Weekly (SM)/static (website)
		Infographic (Public Consultation Process & timelines)	All Stakeholders	Facebook, Twitter, Instagram, website	Weekly (SM)/static (website)
		Current policy	All Stakeholders	Facebook, Twitter, Instagram, website	Weekly (SM)/static (website)
		Standardized “thank you for your feedback” email	Any active participant	Email	Upon receipt of the email
<b>In-person/phone</b>	May 27- July 11	Email summary re: the phone/in-person conversation and feedback	Sent to generic email	Email	As feedback is received
<b>Public Meetings</b> <i>(Annual ratepayer meetings)</i>	May 27 – June 27	Ratepayer Meetings – paper versions of materials will be available	Attendees	In-person	One per area

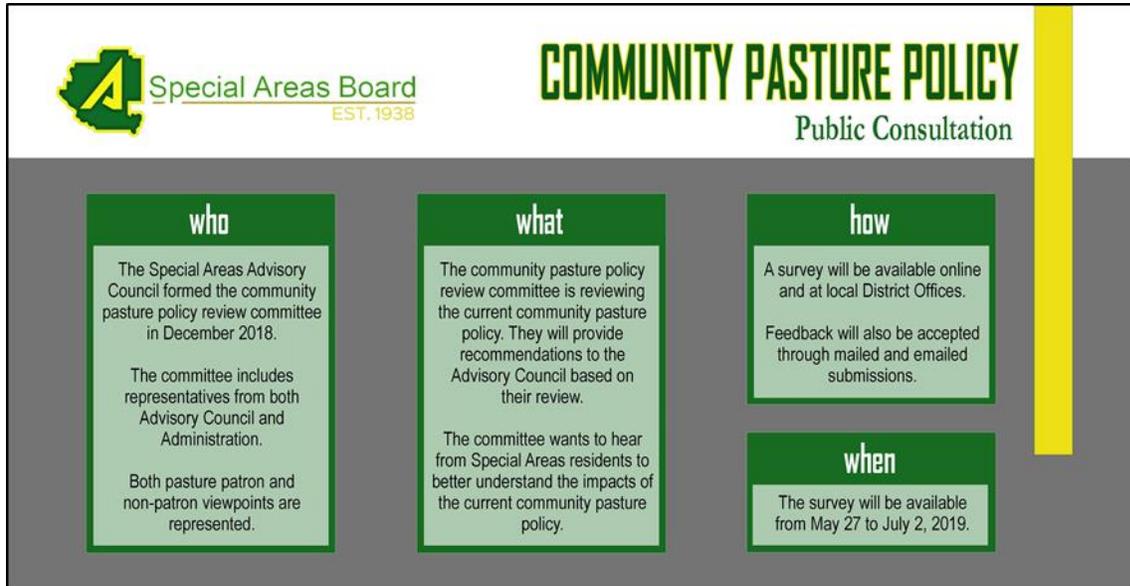
**APPENDIX 2**

**(ONLINE) PUBLIC CONSULTATION ENGAGEMENT STATISTICS**

The following posts were made on social media and on the Special Areas website throughout the online phase of the public consultation.

SOCIAL MEDIA POST INFORMATION PACKAGE

The same digital information package was used across all the social media/online channels for the duration of the online consultation.



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## COMMUNITY PASTURE POLICY

Public Consultation

<p><b>who</b></p> <p>The Special Areas Advisory Council formed the community pasture policy review committee in December 2018.</p> <p>The committee includes representatives from both Advisory Council and Administration.</p> <p>Both pasture patron and non-patron viewpoints are represented.</p>	<p><b>what</b></p> <p>The community pasture policy review committee is reviewing the current community pasture policy. They will provide recommendations to the Advisory Council based on their review.</p> <p>The committee wants to hear from Special Areas residents to better understand the impacts of the current community pasture policy.</p>	<p><b>how</b></p> <p>A survey will be available online and at local District Offices.</p> <p>Feedback will also be accepted through mailed and emailed submissions.</p>
		<p><b>when</b></p> <p>The survey will be available from May 27 to July 2, 2019.</p>



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## COMMUNITY PASTURE POLICY

Public Consultation

The community pasture review committee wants to hear from residents in the Special Areas about the current community pasture policy.

This feedback will help inform their recommendations to Advisory Council.

**phase one**

Who: Residents

When: May 27 - July 2, 2019

How: online survey  
email submission  
written submission

Informal feedback (in-person, phone calls & social media) will not be included in the report on public consultation.

**phase two**

Who: Community pasture review committee

When: Fall 2019

How: Recommendations to Special Areas Advisory Council on community pasture policy

**phase three**

Advisory Council will review the recommendations made by the community pasture review committee, including any proposed changes.

Additional consultation with residents may be required.

## FACEBOOK POSTS

Multiple posts were made to Facebook over the online phase of the public consultation to ensure this opportunity regularly appeared in user newsfeeds.



Special Areas Board

July 1 at 11:50 AM · 🌐

We want your feedback on community pastures!  
In response to ratepayer concerns about the current Special Areas community pasture policy, the Advisory Council has created a committee to develop a new policy. This committee wants to hear from Special Areas residents about the current policy. All phone calls and in-person meetings will be documented; however, only feedback provided through the 3 ways outlined below will be included in the report to the committee. You have until July 2, 2019 to provide formal feedback to the committee. You can provide feedback through:

- the online survey located at <https://www.surveymonkey.com/r/CPW5Z8Z>
- email to [public.input@specialareas.ab.ca](mailto:public.input@specialareas.ab.ca), or
- written response (via mail) to our Communications Officer at:  
Special Areas Board  
Box 820  
Hanna, AB T0J 1P0  
Attn: Maeghan Chostner, Communications Officer

For more information, or to look at the current community pastures policy, head to <https://specialareas.ab.ca/about-us-2/public-consultation/>.

Date/Time	Reach	Likes Comments Shares	Post Clicks	Negative Feedback (Hide)
May 27	1902	12	252	1
June 3	1394	8	111	1
June 10	940	2	16	0
June 17	2066	12	163	4
June 24	1311	4	72	2
July 1	1202	3	49	4
July 4*	1162	3	21	1
July 10*	798	2	11	1
<i>*Modified post content – extended deadline/closing tomorrow content</i>				

## TWITTER POSTS

Similar posts to Facebook content were published on Twitter with the same frequency as Facebook (as there is lower stakeholder overlap between the two platforms).

Date/Time	Total Engagements	Total Impressions
June 3	18	474
June 10	7	378
June 17	6	388
June 24	3	323
July 1	2	204

## INSTAGRAM POSTS

Less frequent posts were made as this platform is not well-suited to reusing the same images and is not the target stakeholder (significant overlap with Facebook for stakeholder reach).

Date/Time	Reach	Impressions
June 3	401	868
June 10	418	916
June 17	397	571
June 24	383	854

WEBSITE – PUBLIC CONSULTATION WEBPAGE

A dedicated page within the Special Areas website was developed for Public Consultation in the Special Areas. This website includes a preamble which outlines the general approach to public consultation (as outlined in the Special Areas Public Participation Policy) and sections dedicated to current, under review, and past public consultations.

The Community Pasture Policy Review public consultation section outlines the process and timelines for the consultation, as well as a copy of the current policy.

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page
<b>Public Consultation</b>	38 (0.50% of total website traffic)	37	02:51
<b>Post – CP Policy Public Consultation Now open</b>	28 (0.41% of total website traffic)	26	02:47
			<b>*May 27-July 11</b>

## APPENDIX 4

### SUMMARY OF FORMAL SUBMISSIONS - MAILED, DELIVERED & EMAILED ([PUBLIC.INPUT@SPECIALAREAS.AB.CA](mailto:PUBLIC.INPUT@SPECIALAREAS.AB.CA))

Date	Name	Comments	Notes
7-4-2019	anonymous	I am a farmer in the Special Areas in the Oyen area. I am not in the Community Pasture...	<i>This submission was received via mail to M. Chostner.</i> Comments were inputted into the survey through a manual data entry link. Comments have been integrated into the survey results.

#### **Response Rate Summary - General**

Approval Statement	16% commented with feedback for the committee (11 comments) - 29% response rate, however 9 out of 20 comments were listed as “no”
Purpose Section	16% commented with feedback for the committee (11 comments) - 29% response rate, however 9 out of 20 comments were listed as “no”
Definitions Section	10% responded with feedback for the committee (7 comments) - 25% response rate, however 11 out of 18 comments were listed as “no”
Allotment Statement	20% responded with feedback for the committee (14 comments) - 30% response rate, however 7 out of 21 comments were listed as “no”
Priority Section	17% responded with feedback for the committee (12 comments) - 24% response rate, however 5 out of 17 comments were listed as “no”
Assessment Section	29% responded with feedback for the committee (20 comments) - 34% response rate, however 4 out of 24 comments were listed as “no”
Proximity Section	19% responded with feedback for the committee (13 comments) - 26% response rate, however 5 out of 18 comments were listed as “no”
Long-term Patron Section	21% responded with feedback for the committee (15 comments) - 29% response rate, however 5 out of 20 comments were listed as “no”
Patron-Retirement Option	17% responded with feedback for the committee (12 comments) - 24% response rate, however 5 out of 17 comments were listed as “no”
Multiple Family Units Section	6% responded with feedback for the committee (4 comments) - 14% response rate, however 6 out of 10 comments were listed as “no”

Stabilized Units Over Assessment Section	13% responded with feedback for the committee (9 comments) - 19% response rate, however 4 out of 13 comments were listed as “no”
AUM Threshold in Pasture Section	11% responded with feedback for the committee (8 comments) - 19% response rate, however 5 out of 13 comments were listed as “no”
Miscellaneous Section	11% responded with feedback for the committee (8 comments) - 19% response rate, however 5 out of 13 comments were listed as “no”
Estates of Deceased Patrons section	4% responded with feedback for the committee (3 comments) - 13% response rate, however 6 out of 9 comments were listed as “no”
General Section	6% responded with feedback for the committee (4 comments) - 16% response rate, however 7 out of 11 comments were listed as “no”
“Do you have any other feedback to share?”	20% responded with feedback for the committee 14 comments) - 24% response rate, however 3 out of 17 comments were listed as “no”