

# BEAR CREEK DAM

## Engagement Plan

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# Project Purpose

- **The Bear Creek Dam is expected to need lifecycle reconstruction in the next 30 years.**
- **The purpose of the feasibility study is to develop a long-term vision for the dam structure and historic reservoir within Muskoseepi Park.**

# Project Overview

- **The City will work with the public and stakeholders to collect feedback on how they view the function of the dam and the historical reservoir.**
- **This feedback will frame and guide an RFP to hire a consultant to conduct a feasibility study.**
- **Public and stakeholders will be invited to comment on proposed options during the study prior to Council making a decision.**



# THE PUBLIC ENGAGEMENT SPECTRUM

The following graphic shows the Spectrum of Public Participation from the International Association for Public Participation (IAP2).

	<b>01 inform</b>	<b>02 consult</b>	<b>03 involve</b>	<b>04 collaborate</b>	<b>05 empower</b>
Public Engagement Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution.	To place final decision making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decision to the maximum extent possible.	We will implement what you decide.
Example Techniques	<ul style="list-style-type: none"> <li>• Information sharing through engage platform</li> <li>• Public information sessions</li> <li>• Awareness campaigns</li> <li>• Information kiosks</li> <li>• Newsletters/mailouts</li> </ul>	<ul style="list-style-type: none"> <li>• Open houses/Town halls</li> <li>• Webinars</li> <li>• Focus groups</li> <li>• Stakeholder interviews</li> <li>• Surveys</li> <li>• Feedback forms</li> <li>• Public hearings</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Polling</li> </ul>	<ul style="list-style-type: none"> <li>• Advisory committees</li> <li>• Participatory decision-making</li> </ul>	<ul style="list-style-type: none"> <li>• Delegated decision</li> <li>• Referendums</li> </ul>

Increasing Level of Public Impact

# Engagement Phases

## Phase 1

- **Informing the public about the challenges with the current dam structure and educating on what the infrastructure is used for.**
- **Involving the public by collecting feedback on how they view the function of the dam and the historical reservoir.**
- **Hiring a consultant to conduct a feasibility study based on the feedback received.**

## Phase 2

- **Sharing the draft version of the feasibility study with the public and inviting them to provide their feedback on the proposed options.**

# Engagement Tactics (phase 1)

- **Engagement page (education campaign)**
- **Public Information sessions (collect feedback)**
- **Stakeholder sessions (collect feedback)**
- **Online survey (collect feedback)**

# Engagement Tactics (phase 2)

- **Engagement page (present proposed options)**
- **Public Open Houses (collect feedback)**
- **Stakeholder sessions (collect feedback)**
- **Online survey (collect feedback)**

# Audience Groups

- **General residents**
- **Rotary Campground**
- **Elks Hall**
- **All occupants in Centre 2000**
- **Northwestern Polytechnic**
- **Peace Wapiti Public School Division**
- **Grande Prairie Public School Division**
- **Hillcrest Christian School**
- **Wapiti Kayak Club**
- **Bear Creek Folk Festival**
- **Avondale and College Park Neighbourhood Associations**
- **Golden Age Centre**
- **Mighty Peace Watershed Alliance**
- **Peace Parkland Naturalists**
- **Boreal Wetland Centre**
- **Indigenous groups**
- **Aquatera**
- **Various regulators (AB Dam Safety Branch, Alberta Environment & Protected Areas)**



# Awareness Strategy

- **News releases**
- **Engagement platform newsletters**
- **Q&A and FAQs on engagement platform**
- **Direct email/letters to stakeholders and user groups**
- **Organic social media campaign**
- **Paid advertisements through social media channels**

# Timeline

Dates	Action
Early September 2024	Launch public education campaign
October to November 2024	Phase 1 (INFORM/INVOLVE) – Host information sessions/stakeholder sessions & launch online survey
Late November 2024	Compile solutions for the RFP
Early December 2024	Issue RFP
Early to mid 2025	Feasibility study undertaken
Summer 2025	Phase 2 (INFORM/CONSULT) – Present options from feasibility study to public
September 2025	Council makes decision