

From: [City Council](#)
To: [Hudson, Janice](#)
Subject: FW: Email - Communication - Sherry Tarasoff - Engagement and Communications in Land Use Matters - Proposed Strategy - CK 372-1 x 1700-1
Date: Monday, October 18, 2021 8:13:31 AM

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From: Web NoReply <web-noreply@Saskatoon.ca>
Sent: Sunday, October 17, 2021 10:20 PM
To: City Council <City.Council@Saskatoon.ca>
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Submitted on Sunday, October 17, 2021 - 22:19

Submitted by user: Anonymous

Submitted values are:

Date Sunday, October 17, 2021
To His Worship the Mayor and Members of City Council
First Name Sherry
Last Name Tarasoff
Phone Number
Email [REDACTED]
Address [REDACTED] Peterson Cres
City Saskatoon
Province Saskatchewan
Postal Code S7L [REDACTED]
Name of the organization or agency you are representing (if applicable)
Subject Item 8.1.2 Engagement and Communications in Land Use Matters: Proposed Strategy Meeting (if known) Governance and Priorities Committee – October 18, 2021
Comments
The City understands that more can be done to help inform and share information and hear concerns to try to improve, in a meaningful way, the conversations that the City has with residents. To this end, the development of an overall Communications and Engagement Strategy for Planning

and Land Use Matters is recommended and a Business Plan Option will be presented at budget deliberations.

STOP. All of this work and corresponding cost may not be necessary. Just consistently take step #6 in your Notification and Consultation Process Overview, "SIGNAGE IS PLACED ON SITE". Stop expecting citizens to review the notices in the newspaper, follow the City Engage page, read the unsolicited mail that hits their mailbox (or deny that they ever received mail). MEET CITIZENS WHERE THEY'RE AT and put on a sign on the property in question. Regina has an example of signage here: <https://smartcdn.prod.postmedia.digital/leaderpost/wp-content/uploads/2020/09/257531907-cookres1809202-w.jpg>. Make it easy for people to find more details by providing a QR code to the project's Engage page. A sign seems well within the "inform" area of the engagement spectrum.

Attachments

Will you be submitting a video to be vetted prior to council meeting? No

The results of this submission may be viewed at:

