

Case Study – Bylaw Consultation & Review Overview



Due to the growing number of Short-term Accommodations (STAs) in the community, *the Municipality of Northern Bruce Peninsula* had been attempting to implement a bylaw to regulate them but was struggling to gain community consensus.

Canvas designed and ran a public consultation process to build greater trust between owners, community members, and the Municipality. The results of the extensive consultations were synthesized into a series of clear recommendations for a revised bylaw that is currently being finalized.



700+

residents and owners provided input, nearly doubling the representation of previous consultation efforts in order to build greater trust



20 hours+

of written and verbal feedback reviewed and synthesized by keyword, intent, and sentiment to aid in council decision-making

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Sample Deliverables



TRUST BUILDING
*through thoughtful
consultation design and highly
skilled session facilitation*

SURVEY ANALYTICS
*thorough evaluation of results
to get to “the insights behind
the numbers”*

BYLAW IMPACTS
*providing staff & council with
clear, specific areas for
potential revision*

Things to Keep in Mind

My commitment to you:

- ✓ Transparency
- ✓ Neutrality
- ✓ Inclusivity

My ask of you:

- Share the time
- Speak openly & honestly
- Be respectful of other views

CANVAS



Topic	Source	Theme	Consultation Feedback
Classes	Common	1.1 Criteria	The class system is confusing and its unclear how it is applied
	Common	1.2 Class A	Class A approach is too punitive and restrictive for smallest renters
	Community	1.3 Class C	Class C properties are no longer STAs and should be treated as commercial entities
Complaints	Common	2.1 Resourcing	The municipality does not have resources to manage the proposed system
	Owners	2.2 Validation	It is not clear how complaints will be validated and frivolous ones discouraged
	Community	2.3 Three Strikes	Three validated complaints before a license is revoked is too generous to owners
Costs	Common	3.1 Use of Funds	It is not clear how the funds from bylaw will be used
	Owner	3.2 Too High	The fees are too high and are out of line with other communities
	Community	3.3. Too Low	The fees are too low, specifically for the largest renters

For further details on the project, see the final project documents [here](#)