

Public Engagement Plan

Demonstration Trail Parson's Pond to Daniel's Harbour

Trailhead Development Company Inc.

Rev. No	Revision	Date (D-M-Y)	Approved By
0	Initial Public Engagement Plan	8 Oct 2025	
1	Minor updates after TDCI review	22 Oct 2025	Colin Jones
2	Document Finalization for Submission	22 Dec 2025	Colin Jones
3			
4			

December 2025

Environmental Preview Report – Appendix A

Table of Contents

1	Introduction	1
2	Pre-Construction and Construction Phase Communications.....	1
3	Operation Phase Communications.....	2
4	Ongoing Engagement.....	2
4.1	Monitoring and Evaluation	3
4.2	Outreach Summary.....	3
5	Literature Cited	4

Abbreviations and Acronyms

FAQ	Frequently Asked Questions
TDCI	Trailhead Development Company Inc.

List of Tables

Table 4.1 Summary of in-person meetings by TDCI with stakeholders and the general public.	3
--	---

1 Introduction

The purpose of the Public Engagement Plan for the Great Coastal Trail – Parson's Pond to Daniel's Harbour Project is to provide readily accessible opportunities for interested members of the public to meet with and communicate with Trailhead Development Company Inc. (TDCI) to discuss Project information and share related concerns as they arise. The Plan has been developed with a phased approach, with open dialogue and access to TDCI welcomed and encouraged during the complete lifespan of the Project.

TDCI is committed to maintaining open and transparent communication with people and organizations impacted by and interested in the proposed Great Coastal Trail. These stakeholders include local residents, trail users, cabin owners, fish harvesters, business owners, recreational groups, other people living and using property close to the trail, outdoor enthusiasts, councils and committees, government officials and regulators, volunteers, community and regional groups and associations with interests in recreational, education and tourism, and the general public.

The Public Engagement Plan outlines the methods and channels during the phases of the proposed trail development to ensure information is accessible and timely. TDCI commits to resolving complaints in a professional and timely manner. The plan ensures that environmental, safety, social and economic and other concerns and interests of importance to stakeholders are considered, responded to, addressed, and incorporated into Great Coastal Trail planning in the form of improvements, adjustments, and mitigation measures.

2 Pre-Construction and Construction Phase Communications

Prior to and during the Construction Phase, communications will focus on transparency, coordination, and public safety to create awareness about the Project, and to encourage engagement and consultation throughout the environmental assessment and planning processes.

- **Stakeholder Meetings:** Regular meetings will be held with key stakeholders, especially Town Councils, Municipal Planning groups, Indigenous Groups, community organizations, private landowners, local businesses, and provincial government representatives to provide updates and report and consult on planning and to provide consultation feedback and how it is incorporated into plans.
- **Public Notices:** Posters and online updates will be distributed to advise residents of construction schedules, temporary access restrictions, and safety requirements; and consultation sessions.
- **Community Office:** A permanent office at #42 Route 430, Parson's Pond will serve as an accessible location for residents and stakeholders to obtain information. The office will have updated information materials, maps, and welcoming spaces.
- **Digital Updates:** TDCI social media channels and organizational website, and those of partners and key stakeholders, will be used for timely updates, including construction progress and advisories as well as a Frequently Asked Questions (FAQ) section to address questions raised by stakeholders. Information materials used for signage, photos, presentations, reports, results of consultation, etc. will be available on the website. Included will be contact databases for key stakeholders and interested people.

- **Public Consultation:** Input sessions will be held when construction activities require changes to community access or raise significant concerns.
- **Advisory Committees:** People with specific interests, expertise and experience will be asked to join as an advisory group to provide perspective and advice to prepare for and build on input from public consultation. The committees will be retained as long as necessary and flexible to maximize contributions, convenience, and logistics.
- **Signage:** Signs will be placed at key locations to provide orientation to proposed plans, and times for safety, acknowledgement of support, contact information, and simple messages to encourage engagement and contact for more information.

3 Operation Phase Communications

Following construction and successful start-up and operations, communication efforts will prioritize safe trail use, environmental stewardship, and ongoing engagement.

- **Heavy Users:** Communication will target hikers, cyclists, hunters, berry pickers, snowmobilers, and ATV users (where appropriate) regarding responsible use and seasonal considerations.
- **Signage and Interpretation:** Clear wayfinding, cultural and historical interpretation panels, and seasonal wildlife notices will be installed along the trail.
- **Emergency Response Information:** Location markers and emergency contacts will be displayed at trailheads and at intervals along the route, with coordination in place with local emergency services.
- **Wildlife Advisories:** Notices will be issued for seasonal conditions such as caribou movement, moose crossings, berry harvesting, and nesting/breeding periods.
- **Maintenance Updates:** Trail users will be advised through trailhead signage, posters, and online updates of closures, repairs, or upgrades.

Communications started prior to construction and during the Construction Phase will be extended and updated, especially in the early phases of operations to generate awareness, receive continuous feedback for improvement, and to develop partnerships and promotion beyond the region including Public Notices, Community Office, Digital Updates, Public Consultation on major changes or developments, Advisory Committees, and Signage that is promotional and informative as needed, and Events that can be tied to other community and social causes, e.g. trail runs and walks for charities.

4 Ongoing Engagement

Ongoing engagement initiatives are highlighted below.

- **Bi-Annual Community Meetings:** Formal sessions with TDCI staff and Board members will provide project updates, respond to questions, and address community concerns. Key stakeholders will be invited to portions of the meeting. Reports will be shared on TDCI digital platforms and with stakeholders, and media.
- **Quarterly Newsletters:** Distributed in print and digital form, summarizing progress, maintenance activities, and upcoming initiatives.
- **Media Engagement:** Local and provincial media will be used to share project milestones, safety messages, and environmental notices; as well as events, celebrations, and things of interest to trail use, enthusiast and the general public.

- **Digital Presence:** Regular updates via the TDCI website (trailheaddevelopmentcompany.ca) and social media platforms, including advisories, trail user information, and interpretive content, as well as promotions, event registration, memberships, promotional product sales and other programs to be developed when in operation.

4.1 Monitoring and Evaluation

The effectiveness of communication will be evaluated through:

- Records of stakeholder and community meeting participation.
- Feedback received from trail users and community members.
- Monitoring of media coverage and digital engagement.
- Documentation of maintenance issues reported and resolved.
- Adjustments to communication practices in response to community input.
- User and community surveys.
- Event attendance.
- Participation in any groups dedicated to memberships or fundraising.

4.2 Outreach Summary

A summary of in-person meetings initiated by TDCI with various stakeholders and the general public in the spirit of open dialogue with respect to the Project is provided in Table 4.1. Additional telephone and email correspondence has occurred with various parties throughout 2025 on a multitude of topics related to both public and private concerns (not summarized).

Table 4.1. Summary of in-person meetings by TDCI with stakeholders and the general public.

Date	Meeting Participant(s)	Reason for Outreach
13 February 2025	Central Development Association	Introduction of Project revisions
13 February 2025	Town of Parson's Pond	Introduction of Project revisions
21 May 2025	General Public (open invitation)	Community Meet & Greet held at Parson's Pond Community Hall. Meeting provided an opportunity for the community to receive a project update and to ask questions.
15 July 2025	Central Development Association	Meeting with the staff and Board of Directors of the Central Development Association following the project being transitioned to TDCI.
29 July 2025	Portland Creek (Local Service District Committee)	Meeting held in Portland Creek and was a consultation with the Local Service District on the trail to discuss the need for trail rerouting and an opportunity for questions regarding the trail.
6 August 2025	General Public (open invitation)	Public Consultation, Parson's Pond
26 August 2025	Portland Creek Community Meeting	Meeting requested by the Portland Creek Local Service District with community members invited to continue discussion on the trail in the Portland Creek area.

Date	Meeting Participant(s)	Reason for Outreach
8 September 2025	Cabin & Trailer Owners (South of the Arches Provincial Park)	Response to questions provided by cabin owner(s) during 6 August 2025 Public Consultation.
10 October 2025	Town of Daniel's Harbour	Meeting with the newly elected municipal council for update of Project revisions. Informal discussions have occurred with the Town prior to this date.
Various Dates- ongoing	-Brophy Dairy Farms -Entente Cordial Inn -Sunrise Bakery & Café / Parson's Pond General Store -Mountain Water's Resort -Bennett Lodge	Discussion with local business owners on Project elements (e.g., trail route), endorsements of support, potential land use conflicts, opportunities for collaboration.
Various Dates- ongoing	Long Range Academy, Cow Head, NL	Youth engagement. Future topics planned for the winter 2025-26 include Project introduction, environmental stewardship and volunteer opportunities.
Various Dates- ongoing	Private Landowners	Discussions of Land Use Agreements / Easements. Letters of support (conditional) received October 2025.

5 Literature Cited

LGL (Limited). 2025. Great Coastal Trail- Parson's Pond to Daniel's Harbour. Environmental Preview Report. Registration No. 2284. Submitted to the Minister of Environment, Conservation and Climate Change, St. John's, NL, on behalf of Trailhead Development Corporation Incorporated. Undertaking submitted on 23 December 2025. 78 p. Available at: <https://www.gov.nl.ca/eccc/projects/project-2284/>.