

	PUBLIC COMMUNICATION	SINGLE-PHASE CONSULTATION (SPC)	MULTI-PHASE CONSULTATION (MPC)	REPORTING & COUNCIL DECISION MAKING
PUBLIC PARTICIPATION GOAL	<p>Communicate with engagement audiences (Total Pop./Targeted Pop.) with two core purposes:</p> <ol style="list-style-type: none"> 1. Establish a baseline understanding of the topic of public engagement through appropriate context and a tangible grasp of the situation at hand. 2. Develop an understanding of process, so that residents understand why and how engagement is taking place, their role as participants, and how input will be used. 	<p>Learn, and gain an understanding of, public opinions on a potential decision of Council, municipal initiative, area of service/program delivery, or other topic of specific concern to the community, in gathering participant input, insights, and feedback.</p> <p>Engage in a manner aligned with reality, asking questions and seeking feedback on areas in which public opinion can have an impact.</p>	<p>MPC incorporates all goals, activities, and commitments of SPC, and then builds on those to involve engagement participants at numerous points throughout a process.</p> <p>This approach creates consistent engagement around a topic of significance, securing resident opinions, insights, input, and feedback at a deeper level and on more of an ongoing basis, often as a project wrap-around.</p>	<p>Develop reports that accurately represent trended public opinions obtained through structured engagement processes. This includes an objective overview of trends, and a deeper analysis of public opinion to provide appropriate context of resident perspectives to Council and/or the SLT, as part of the decision-making process.</p> <p>Provide Council with a report on engagement results, as one input of many, alongside considerations such as advice from officials; subject matter expertise; reports, studies, and plans; and any other information of relevance to the decision.</p> <p>Council Members commit to considering public feedback fully and appropriately as part of their decision-making role.</p>
ACTIVITIES	<p>Public Communications</p> <p><i>NOTE: Sufficient proactive, strategic comms are required prior to, and while undertaking, engagement activities.</i></p>	<p>Surveys, Open Houses, Town Halls, Focus Groups, Workshops, Polls, Pop-up Engagements, etc.</p>	<p>Combination of multiple methods or repeated methods of consultation</p>	<ul style="list-style-type: none"> • Public input review, reporting and analysis. • Provision of engagement results to Council. • Consideration of public input in decision-making process.
COMMITMENT TO THE PUBLIC	<p>We will provide you with appropriate information and context to be able to contribute your input in a manner that can bear influence on the decision-making process.</p> <p>We will make you a partner in the engagement process.</p>	<p>We will continue to ensure you have the appropriate context needed to provide your insights.</p> <p>We will seek opinions, input, insight, and feedback as appropriate to the situation, and which bear the potential of impacting outcomes. We will listen in earnest and collect responses objectively.</p>	<p>Building upon all commitments through SPC, we will continue to work with you as a partner throughout a project or process, seeking your input and feedback as progress is made and as circumstances evolve.</p> <p>You will be an ongoing partner throughout the initiative or project in question.</p>	<p>We commit to equipping Council with an appropriate understanding of public opinion, as obtained through formal public engagement, in a public setting (to the extent allowable by legislation). This ensures that public opinion is held in high regard as part of the decision-making process.</p> <p>Council Members commit to reviewing engagement results without bias or pre-conceived notion, and to consider inputs obtained from the public meaningfully, as part of the decision-making process.</p>
PRINCIPLES OF ENGAGEMENT	ABC COLLABORATION		RESIDENT-LED DECISION-MAKING	
<ol style="list-style-type: none"> 1. Transparency & Accountability 2. Meaningful Dialogue 3. Timeliness & Responsiveness 4. Clear, Actionable Outcomes 5. Inclusivity & Accessibility 	<p>We will partner with members of the public through municipal Agencies, Boards and Commissions/Committees, to seek your advice on a matter to which you have committed yourself for an extended period of time. You will be involved in the development of solutions and alternatives presented to Council, with Council as the final decision-maker.</p>		<p>When mandated or otherwise driven by legislation, we will place the final decision-making authority in the hands of the public through a formal plebiscite process, at which time the public will be asked to cast a ballot on the topic. The results of a plebiscite are binding.</p>	

Process Example

The following is an example of what different engagement approaches would look like for:
Public Engagement on a Strategic Planning Process



Public Communication (*Mandatory*)

Promote Council's Strategic Planning process through two lenses.

1. Educating on what a Strategic Plan is, how it's used, and why it matters.
2. Outlining the engagement process, why it's occurring, how results will be used, and how residents can become involved.



Single-Phase Consultation (SPC)

Ahead of Council's Strategic Planning sessions, the process facilitator hosts a series of workshops with the public and creates a public survey, the results of which will help Council understand residents' strategic priorities for the community.



Multi-Phase Consultation (MPC)

A series of public workshops and a public survey help Council understand residents' strategic priorities for the community prior to their Strategic Planning work. Once a draft Strategic Plan is created, the facilitator goes back to the community again to test the draft and ensure it aligns, to a reasonable extent, with community priorities and desires.



ABC Collaboration

Council decides to establish a Strategic Planning Committee that gathers public insights on community strategic priorities, and works with Council in developing the new plan's first draft.



Resident-led Decision Making

Council designs a draft Strategic Plan, and then puts the decision on whether to approve the Plan back to the public through a binding plebiscite. (*Don't do this.*)