

# ASSOCIATION OF YUKON COMMUNITIES - CONFERENCE 2021

COMMUNITY ENGAGEMENT – NOVEMBER 20, 2021

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# OBJECTIVES

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- What is public participation?
- What public participation isn't
- Why is it important?
- How can you plan for it?
- How can it be done?
- Where does policy fit?
- The voice of Council/Administration
- Media and social media influences
- Engagement during emergencies
- Dealing with opposition and outrage

# WHAT IS PUBLIC PARTICIPATION?

- International Association for Public Participation (IAP2)

*"Engagement, or public participation, is a process for making better decisions that incorporates the interests and concerns of all affected stakeholders and meet the needs of the decision-making body".*

# COMMON LANGUAGE

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- Different terms mean different things to people
- Developing a Glossary of Terms can be very helpful
- Creates consistency across the organization

## ▲ Glossary of Engagement Terms

### Circle Conversations

An activity that gathers people in a circular shape to give deep attention to a topic or idea. Each person is given the opportunity to speak in an uninterrupted manner and everyone can see or hear one another.

### Citizen Juries

A group of 12-20 randomly selected representatives of a community meets over several days to deliberate on a specific issue.

### Community Satisfaction Survey

A comprehensive and demographically representative review of City-provided services.

### Cultivate the Conversation

The City of St. Albert's online platform where residents are invited to provide input on a variety of City projects and initiatives.

### Design Charrette

An intensive planning session where members of the public, designers, and stakeholders collaborate on a vision for development.

### Focus Groups

Group interviews to invite input on a topic from a small group of people (7-15).

### Learning Labs

A safe space for people to interactively explore ideas and learn through practice and action.

### Open Houses

An opportunity for people to drop-in, renew information, talk to a representative, share their ideas or feedback and possibly identify their preferred course of action.

### Polls

A type of survey designed to measure the public's views regarding a particular topic or series of topics.

### Pop-ups

Temporary locations to attract and gather people to participate in a conversation and provide input on a specific subject.

### Public Hearing

The portion of a regular or special meeting of Council during which any person, group or representative affected by a proposed bylaw (as per Section 032 of the Municipal Government Act) are heard.

### Public Meeting

A method of engaging the public through consultation that involves a formal presentation by the organizer on the issue(s). Members of the public are able to ask questions and provide input in a public forum, and a record of the proceedings is kept.

### Stakeholder Interviews

A conversation where one party asks questions and the other provides answers.

### Surveys

An activity to record information from a sample of people, traditionally with the intention of generalizing the results to a larger population.

### Workshop

A meeting at which a group of people engage in intensive discussion and activity on a particular topic.

### World Café

A structured conversation for knowledge sharing in which groups of people discuss the same topic with a few different small groups of people.





## MANAGING EXPECTATIONS

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- What are we asking?
- Why are we asking?
- How should we ask?

**PUBLIC PARTICIPATION GOAL**

**PROMISE TO THE PUBLIC**



**INFORM**

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.

We will keep you informed.



**CONSULT**

To obtain public feedback on analysis, alternatives and/or decision.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.



**INVOLVE**

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

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.



**COLLABORATE**

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

We will look to you for advice and innovation in formulating solutions and incorporate your advice & recommendations into the decisions to the maximum extent possible.



**EMPOWER**

To place final decision-making in the hands of the public.

We will implement what you decide.

**INCREASING IMPACT ON THE DECISION**

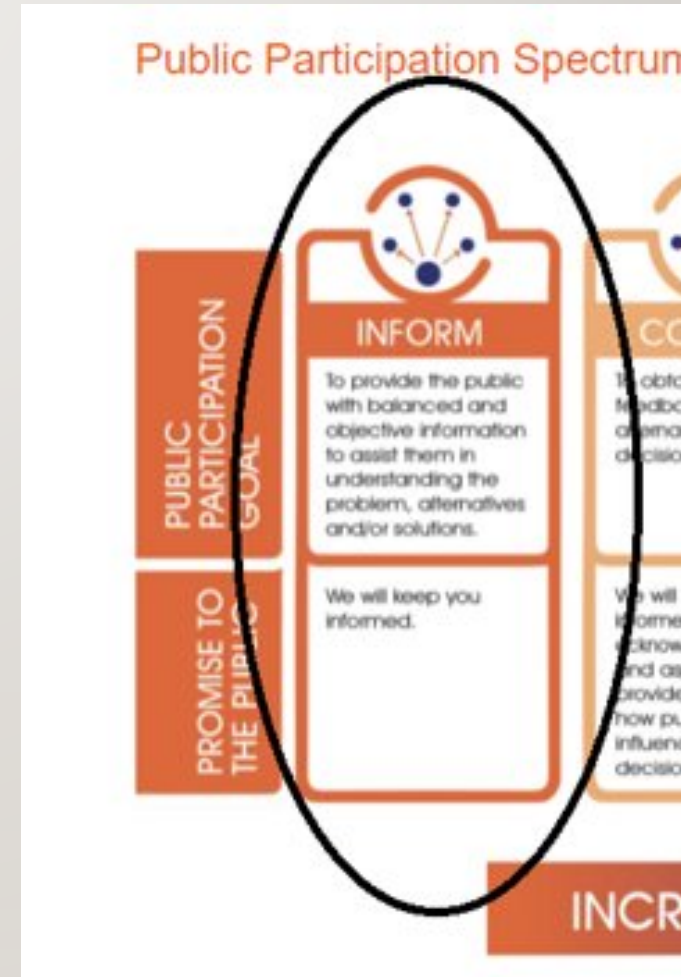




# INFORM

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- Understand things that are happening, but not necessarily have input on them
- Typical of engagement for construction projects
- Promise: Keep you updated



# CONSULT

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- Obtaining feedback
  - Listen to concerns which will be considered in decision-making
  - Minimal influence
- Typical of engagement around the annual budget
  - Input on what services are most important to residents
- Emphasis on gathering feedback

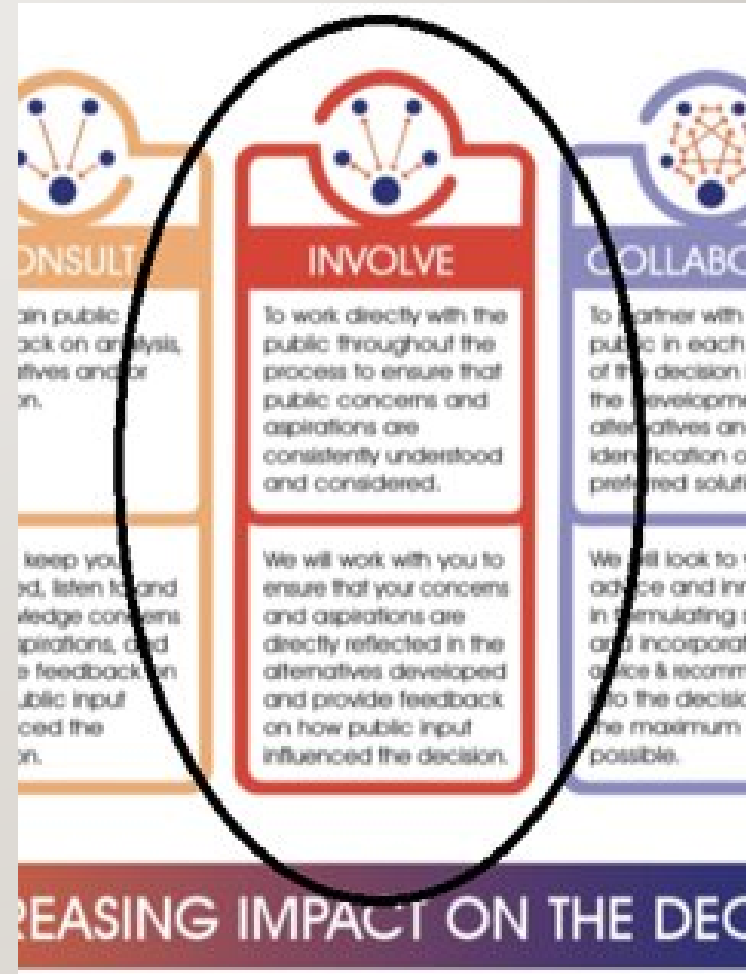




# INVOLVE

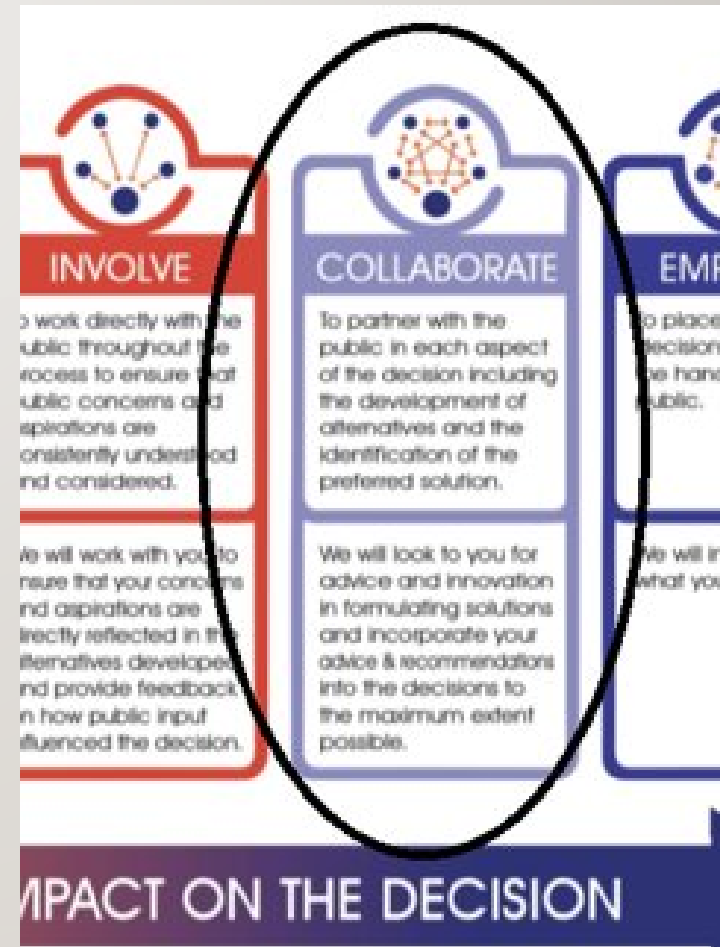
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- Consensus building
  - Multiple engagement opportunities
  - Feedback incorporated into alternatives/updates
- Typical of engagement around community projects
  - Input on designing services



# COLLABORATE

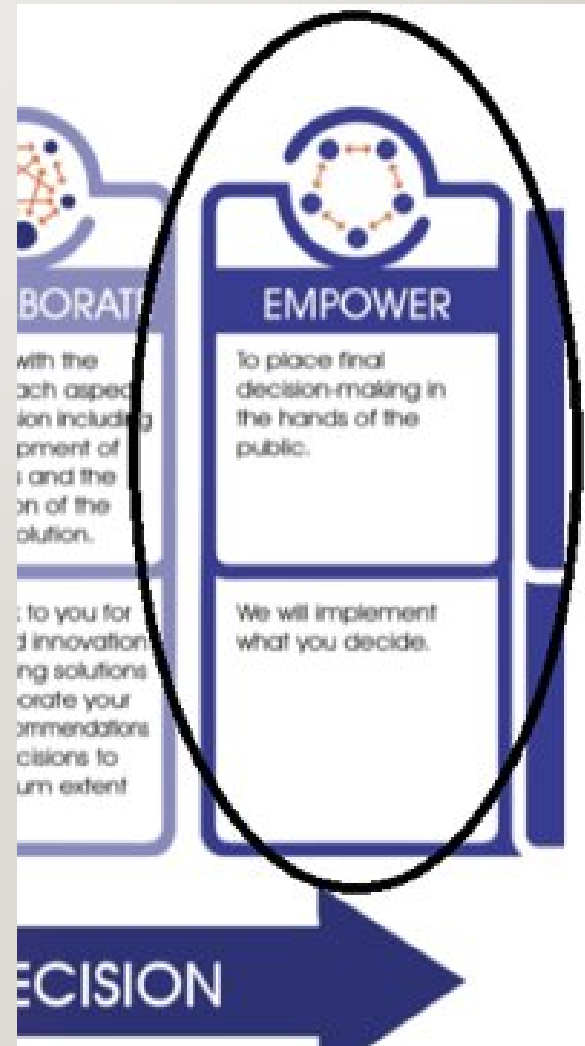
- Stakeholders and the public help develop the strategy from the onset
- Typical of engagement around complex matters that require innovation



# EMPOWER

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- Final decision is made by the public
- Referendums
  - Important considerations in drafting the question(s)



# WHAT P2 ISN'T....

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## Public engagement is...

- Facilitating understanding on issues and projects
- Providing a forum for sharing ideas and concerns
- Seeking out and understanding ideas, concerns, thoughts, advice or recommendations
- Recording input received and doing something with it

## Public engagement is **NOT...**

- Attending community or special events or volunteering
- Selling a project or initiative; seeking buy-in or support
- Education (in isolation)
- One-way communication (only)
- Talking and listening to people and **NOT** doing something with it



# HOW DECISIONS ARE MADE

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# LESSONS LEARNED

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- 1. Risk in open-ended questions**
2. Ensure residents understand limits to inputs
3. Good, and not so good, times to introduce process change
4. Never assume community understands the nuances
5. The more lead time the better



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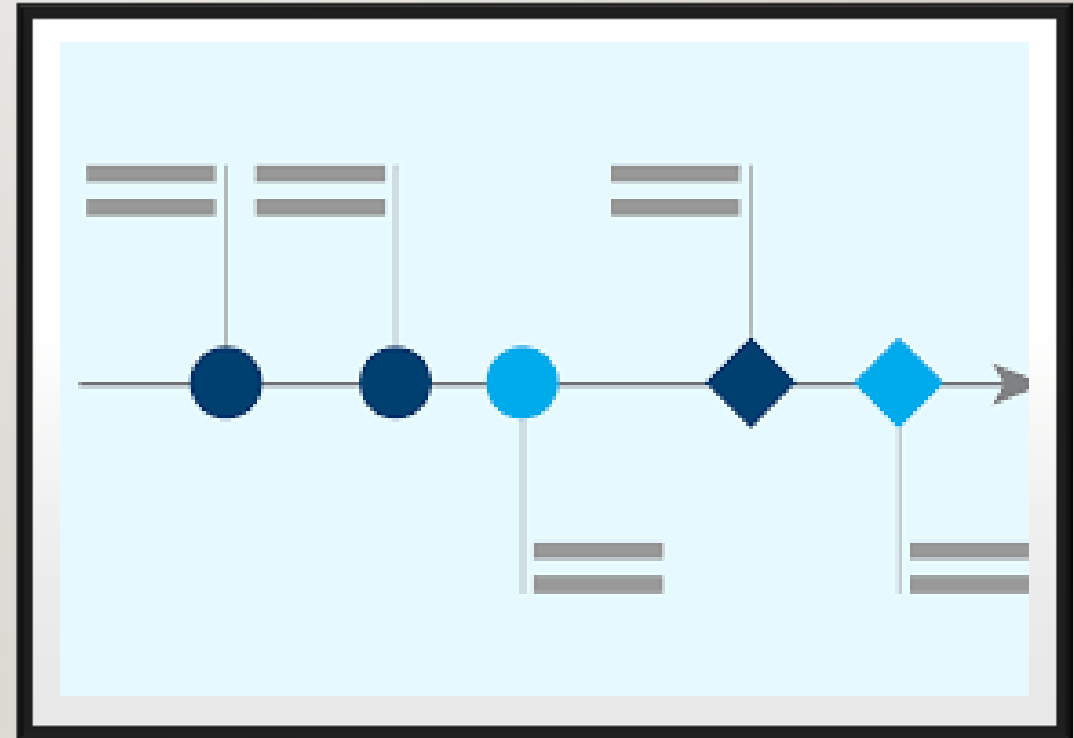
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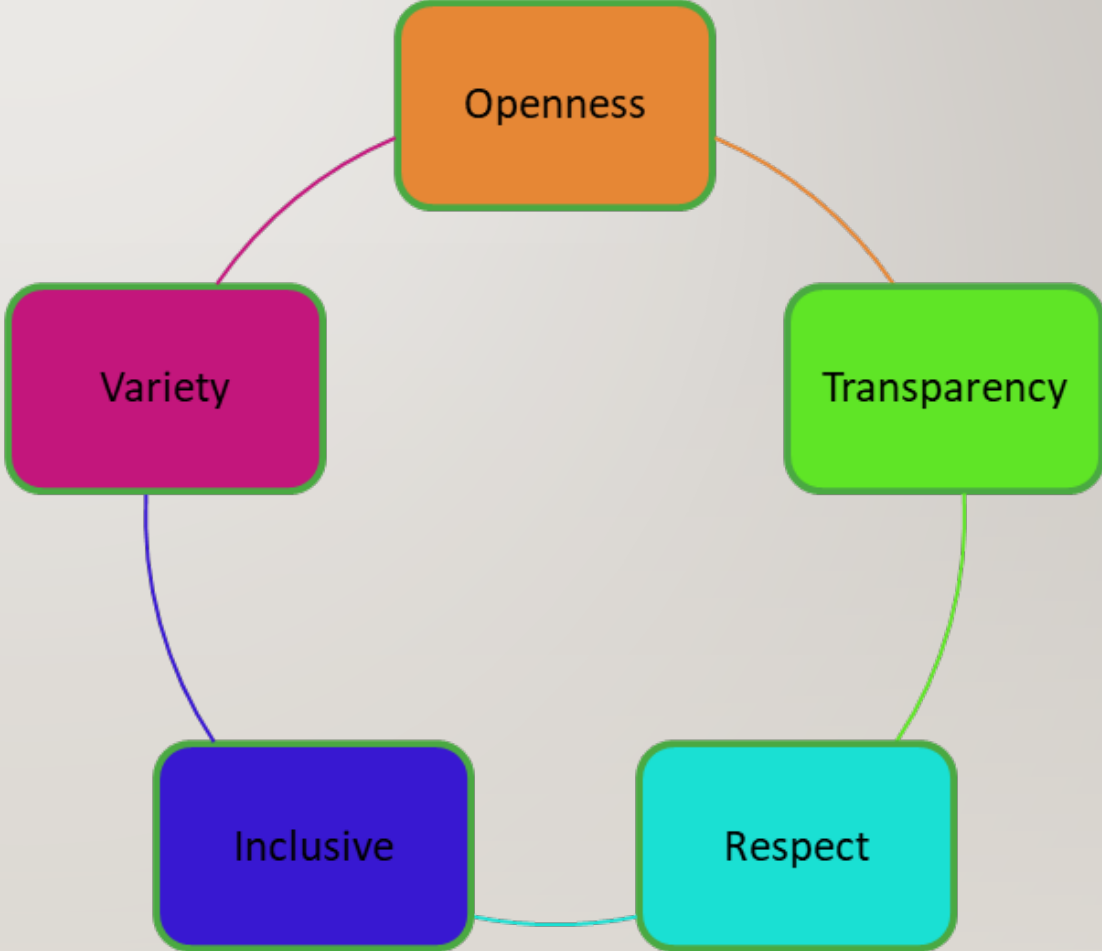
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# WHY PUBLIC PARTICIPATION

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# POLICY

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- Policy review/implementation in first year of term
  - Manage Council expectations
  - Provides direction to Administration
- Considerations can include:
  - Council priorities
  - Budget and business planning
  - Service reviews
  - New programs

# IMPORTANCE OF PLANNING



OBJECTIVE



STAKEHOLDER  
IDENTIFICATION



RISK  
IDENTIFICATION



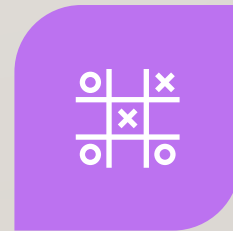
POSSIBLE OUTRAGE  
FACTORS



KEY MESSAGES



PICK ENGAGEMENT  
LEVEL



CHOOSE TACTICS

# WAYS TO ENGAGE

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<b>Inform:</b>	Communication strategy is required that will include a variety of tactics such as letter notifications, media advisories, social media campaigns, open houses, etc.		
<b>Consult:</b>	Focus groups Interviews Surveys Pop-up conversations	<b>Involve:</b>	Circle conversations Resident/expert panels Workshops
	World cafes Open houses Public meetings Online platform	<b>Collaborate:</b>	Consensus-building workshops Charettes Resident juries
	Interactive exhibits	<b>Empower:</b>	Plebiscites/referendums Public polling Participatory decision-making exercises



## Inform

- Townhalls, Open Houses, Kiosks

## Consult

- World cafes, Focus groups

## Involve

- Workshops

## Collaborate

- Resident juries

## Empower

- Plebiscites, Polls

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# COMMON ENGAGEMENT TACTICS



# VIRTUAL ENGAGEMENT

**Budget 2021**  
COVID-19 has made 2020 a challenging year for many, including residents and businesses. This u...  
[View Project](#)

**Oakmont - Riverbank Landing**  
Boudreau Communities is in the process of soliciting additional input from the community regar...  
[View Project](#)

**BeWasteWise: Green Organics Cart**  
The City of St. Albert offers curbside collection of organics, such as food and yard waste, to...  
[View Project](#)

**Flourish - Growing to 100K**  
Flourish is the City of St. Albert's new Municipal Development Plan (MDP). It



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# SPEAKING WITH ONE VOICE

WHO IS IN THE DRIVER'S SEAT?

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# ONE VOICE STRATEGIES

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Share the engagement  
plan with Council



Attend but don't  
participate



Key messages



## MEDIA AND SOCIAL MEDIA INFLUENCES

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“Social media produces so many messages, we have become fatigued. We don’t have enough time or energy to fact-check every headline we see while skimming our newsfeeds. When you see inaccuracies repeated by politicians, by journalists trying to find the truth, and through social media messages, the lie eventually becomes the truth — not the Truth.”

Dallas Morning News, November 16, 2019

# ENGAGEMENT DURING EMERGENCIES

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# OPPOSITION AND OUTRAGE

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International Association for Public Participation – Peter Sandman

# STAKE OUT THE MIDDLE – NOT THE EXTREME

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# ACKNOWLEDGE MISTAKES, MISSTEPS, AND UNINTENDED CONSEQUENCES

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MICHAEL SCOTT © 2005 TWENTIETH CENTURY FOX

# ACKNOWLEDGE CURRENT PROBLEMS

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# DISCUSS ACHIEVEMENTS WITH HUMILITY – GIVE AWAY CREDIT

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# SHARE CONTROL AND BE ACCOUNTABLE

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# PAY ATTENTION TO UNVOICED CONCERNS AND UNDERLYING MOTIVES

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