

# Public Engagement Policy

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# What's in a name?

- Stakeholder engagement
- Community consultation
- Public involvement
- Civic engagement
- Public participation (P2)

Strathcona County: Public Engagement

# External Public Engagement

A formal, defined, interactive process

between the County, the public and stakeholders, designed to increase mutual understanding, gather information, exchange ideas, and/or solve problems with the goal of making better, more informed decisions.

# Internal Public Engagement

A formal, defined, interactive process

between the County and its employees designed to increase mutual understanding, gather information, exchange ideas, and/or solve problems with the goal of making better, more informed decisions.

# The Public

Anyone (including groups and individuals) who may have an interest in a specific topic or issue under discussion. The public may, or may not, be directly impacted by a decision on the issue.

# Stakeholders

An individual or group who has a specific interest or is impacted by a topic or issue.

Stakeholders may include residents, non-residents, groups, organizations, individuals, representatives and/or County staff, depending on the issue.

# Guidelines

1. Proactive
2. Relevant and effective
3. Equitable
4. Clear and focused
5. Inclusive

# Guidelines Cont'd

- 6. Increases understanding
- 7. Responsive and ongoing
- 8. Builds capacity
- 9. Accountable and transparent



# **Public Engagement is required**

- Legislation requires it
- Council or County Administration requests it

# **Public Engagement may be required**

- Citizens' quality of life may be affected
- The natural environment may be affected
- Geographical communities or communities of interest may be affected
- There are strong views on the issue
- Many people will be affected
- Citizens or stakeholders request it

# Public Engagement is not required

- The decision has already been made
- The project or issue related decision has already been made
- The issue relates to the development of an administrative policy that doesn't require or involve public engagement
- Stakeholder input will not be considered

# Public Engagement is not...

- An information session
- Sending out a newsletter, tweeting or posting on Facebook
- Talking to residents in a grocery store or in a parking lot
- Decide, Announce, Defend

# Council's Responsibilities

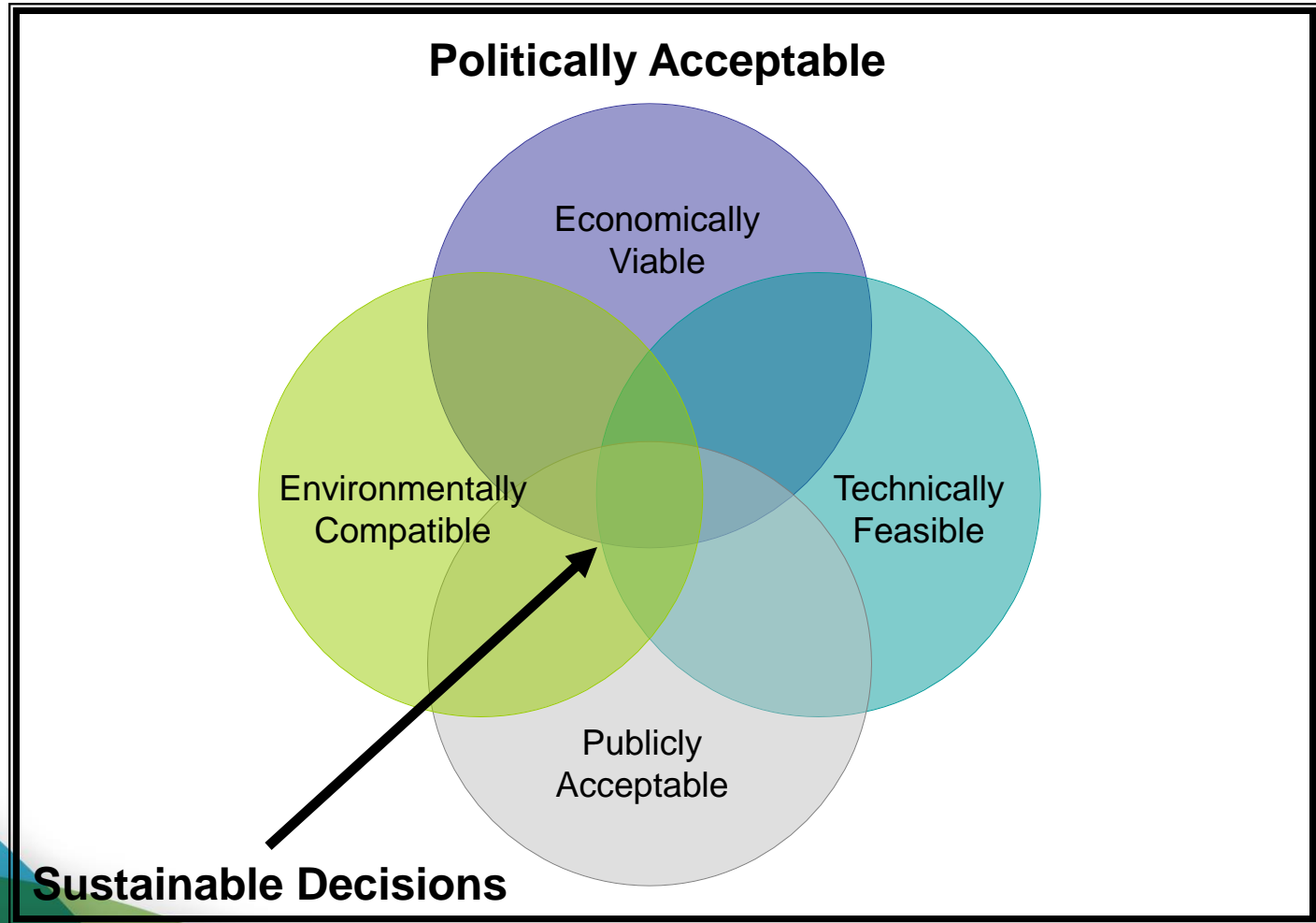
1. Direct administration to implement a public engagement process
2. Give serious consideration to the public's input gathered in public engagement processes.

# Why do Public Engagement?

It provides input decision makers can rely on to assist them in acting for the common good

Helps create a sustainable decision

# What is a sustainable decision?



Adapted from IAP2

# Next Steps

- Public Engagement 101
- New handbook and revised framework
- Surveys 101 for staff
- Online Research Panel
  - Fall 2016

Questions or comments?