

PUBLIC ENGAGEMENT

Date Issued: 24.Apr.12

Mandated by: Council

Current Revision:

Cross-reference: Public Engagement Framework dated March 2012 prepared by The Praxis Group™

Next Review Diarized: 01.Jan.15

Responsibility: Director, Communications and Marketing

POLICY

The City of Fort Saskatchewan recognizes and values public engagement in its decision making processes.

DEFINITIONS

- *Continuum of Public Engagement* - public engagement processes will be decided on by following the definition of the five levels of public engagement as defined as the Continuum of Public Engagement in the Public Engagement Framework: Inform; Consult; Involve; Collaborate; Empower.
- *Guiding Principles* - public engagement will be directed by six guiding principles as defined in the Public Engagement Framework: Inclusiveness; Transparency; Accountability; Communication; Commitment; Responsiveness.
- *Public Engagement* - refers to any process that seeks to gather a range of opinions and perspectives; gives a voice to stakeholders and citizens; and is intended to increase public confidence in the decision making process.
- *Public Engagement Framework* - refers to the March 2012 document created by The Praxis Group™ for the City of Fort Saskatchewan. A complete copy of which is located at W:/City Studies - Final Versions For Specific Studies/Communications Plan/Public Engagement Framework.
- *Public Engagement Readiness Checklist* - refers to a series of questions that each individual or team considering public engagement will complete in order to determine the appropriate public engagement process as outlined in the Public Engagement Framework.
- *Public Engagement Tools and Techniques* - refers to the list of methods to communicate with the public as outlined in the Public Engagement Framework.

GUIDELINES

This policy applies to all employees directing projects or initiatives that involve the public. The Public Engagement Framework shall be the resource for planning and implementing public engagement processes.

1. Training for staff planning or conducting public engagement processes will be supported by the City.

2. Each department General Manager will ensure that the guidelines for public engagement are followed by their staff.
3. Public engagement processes that do not follow the Public Engagement Framework will require the approval of the City Manager.

PROCEDURES

1. Planning and Implementing a Public Engagement process are outlined on Page 27 of the Public Engagement Framework; specifically:
 - (a) Clarify the purpose and objectives.
 - (b) Decide who should be involved.
 - (c) Determine the level of readiness using the Public Engagement Readiness Checklist.
 - (d) Determine the level of engagement using the Continuum of Public Engagement.
 - (e) Decide on Tools and Techniques.
 - (f) Confirm timeframes and resources.
 - (g) Confirm feedback and reporting.
 - (h) Evaluate the process.

City Manager (Original Signed by CC - Interim)