Engagement Approach for Waste Diversion and Climate Change

Introduction to IAP2

As shown in table below, the International Association of Public Participation (IAP2) has adopted a spectrum of public engagement. As you move through the spectrum there is a corresponding increase in expectation for public participation and impact. The level of engagement and the techniques should match the purpose or goal of engagement for waste diversion and climate change in order to be most effective.

IAP2 Spectrum of Public Engagement				
Inform	Consult	Involve	Collaborate	Empower
Provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	Obtain public feedback on analysis, alternatives and/or decisions.	Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	Partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	Place the final decision- making in the hands of the public
Example of Communication Tools • fact sheets • websites • open houses • videos	Example of Engagement Techniques • public comment focus groups • surveys • public meetings	Example of Engagement Techniques • workshops • deliberate polling	Example of Engagement Techniques • citizen advisory committees • consensus- building • participatory decision- making	Example of Engagement Techniques • citizen juries • ballots • delegated decisions

There is an increasing level of public impact and corresponding skill and depth required as you progress through the spectrum.

Engagement Strategy - Waste Diversion

Specific to the Waste Diversion Plan, the goal of engagement is to build support and excitement for the proposed waste diversion options and discuss the details of each with the community and stakeholders alike to ensure the eventual design of each program is community-informed. The following is a three-phased approach to engagement. Each phase will be further evaluated to identify the most appropriate level of engagement based on the IAP2 Spectrum of Public Engagement shown above.

Building an Understanding (Sep-Nov 2017)

- Prepare for the engagement process
- •Recruit panel members
- •Launch Waste Challenge

Designing the Options (Nov-Feb 2018)

- Present the waste diversion options
- •Obtain initial impressions
- •Discuss design elements

Moving the Plan Forward (Feb-Apr 2018)

 Outline and refine TMP components (policies, tools, actions, metrics)
Educate and inspire

City of Saskatoon, Corporate Performance, Environmental & Corporate Initiatives Page 2 of 3

Engagement Approach – Climate Change

Specific to the Climate Change Mitigation Business Plan, the goal of engagement is to help residents and businesses understand local climate change challenges and provide opportunities for input into prioritizing potential solutions. The output from climate change engagement will be a comprehensive report which outlines Saskatoon's climate change mitigation options for City Council's consideration. Public outreach and education are expected to continue through the design phase of the plan (dependent upon a successful application for grant funding through the Federation of Canadian Municipalities). The following is a three-phased approach to engagement. Each phase will be further evaluated to identify the most appropriate level of engagement based on the IAP2 Spectrum of Public Engagement shown above.

Building an Understanding (Oct-Dec 2017)

- •Inform and educate about the process
- •Understand experiences and perceptions
- Explore vision and goals and actionsExplore barriers and motivators

Creating the Plan (Oct-Dec 2017)

- •Define/confirm the Vision and Actions
- Obtain feedback on initial Business Plan compenent

Moving the Plan Forward (Feb-Mar 2018)

- •Confirm Actions and Early Wins
- Refine Business Plan
- Plan for Implementation
- •Educate and Inspire