

Techniques for Waste Diversion and Climate Change Mitigation Engagement

Each of the three-phases identified in the Waste Diversion and Climate Change Mitigation engagement approaches will be evaluated to identify the most appropriate level of engagement based on the IAP2 Spectrum of Public Engagement. The following are common engagement techniques and approaches used for the consult, involve, and collaborate stages of the spectrum. A variety of these engagement techniques will be used in order to engage the diverse stakeholders and residents in our community in a meaningful way.

Online Engagement

Online engagement gives members of the community a convenient option to provide input on all aspects of the Waste Diversion and Climate Change Mitigation Plans. It will be hosted on Saskatoon.ca/engage and will include information on the project, surveys to collect feedback, a timeline for the projects, and information about other engagement activities. Other interactive scenario planning tools such as MetroQuest will be explored.

Pop-up Engagement

Connecting with the “silent majority” in places where people congregate is an effective means to engage the community. Pop-ups will be set up at the farmers market, transit stops/stations, libraries, recreation/community centres, food banks, classrooms, and others in order to conduct intercept interviews and surveys. They will be interactive (e.g., large map board, voting board), and include a small giveaway to attract visitors. Surveying and questions asked at pop-ups will mirror the online engagement opportunities. Pop-up activities appropriate for business audiences will also be considered.

Public Meetings

Residents and stakeholders alike will be invited to participate in public meetings on Waste Diversion. This traditional engagement technique is appropriate for certain demographics and will not be used to address climate change, in favour of other, more distributed tactics (such as pop-up). At each public meeting participants can view project displays and materials and learn about the waste diversion options, as well as an interactive workshop-style discussion session to allow for feedback from participants.

Social Media

The City’s social media channels (Facebook and Twitter) will be used to both communicate engagement activities as well as provide a forum for online conversation and idea sharing. The added benefit of using these channels is the enhanced ability to connect with audiences that already make extensive use of social media but who may not be users of traditional engagement methods (e.g., print media, public meetings, etc.). A series of videos will be developed to support online conversations.

Community Reference Panel

Another option being considered is a community reference panel that would be comprised of 40-50 Saskatoon residents reflective of the City's diverse demographics. The panel could be engaged through surveys or in-person meetings to provide a deeper exploration of the potential initiatives.

Stakeholder Interviews

A series of informal interviews will be conducted with key external community stakeholders (e.g., business leaders; key community/resident organizations; youth and seniors' groups) to explore key issues. The interviews will allow the project team to get a better sense of issues that may arise during consultation and develop risk mitigation strategies as appropriate.

Stakeholder Working Group

Formation of stakeholder working groups for each of the two projects will provide an ongoing forum for multi-stakeholder dialogue and advice throughout the projects. It is envisioned that the working group will include a diverse mix of expert representatives from various sectors of interest and will provide expert/professional input into the development of the business plan and the climate change mitigation options within.

Saskatoon Environmental Advisory Committee (SEAC)

Opportunities to involve SEAC will be discussed at upcoming Committee meetings. The Committee has played an important role in convening community environmental expertise in target setting.