

Council Policy on Public Engagement

Council Presentation



Background

July 2004 Council adopted a Public Participation Strategy for Community Initiatives and Land Use Development.

Risk-Based Management Program identified “the City’s engagement may not be effectively reaching its citizens.” (high priority risk)

2018 Civic Survey results show need to improve engagement.

Council Policy

Administration proposes to replace the outdated Public Engagement Strategy with a formal Council Policy on Public Engagement.

The Policy be focused a more strategic and outcomes based approach that outlines City Council's general position on public engagement.

Council Policy on Public Engagement Will:

- ❖ affirm commitment to public engagement;
- ❖ encourage public to participate in municipal decisions;
- ❖ demonstrate the strength and diversity of public opinion and public value;
- ❖ consistent direction for public participation so everyone knows what to expect;
- ❖ clarity on the roles for Administration and Council
- ❖ provide support to staff in the creation, execution, evaluation and reporting on engagement strategies.



Council Policy

Defines Public
Engagement

Identifies when
we engage

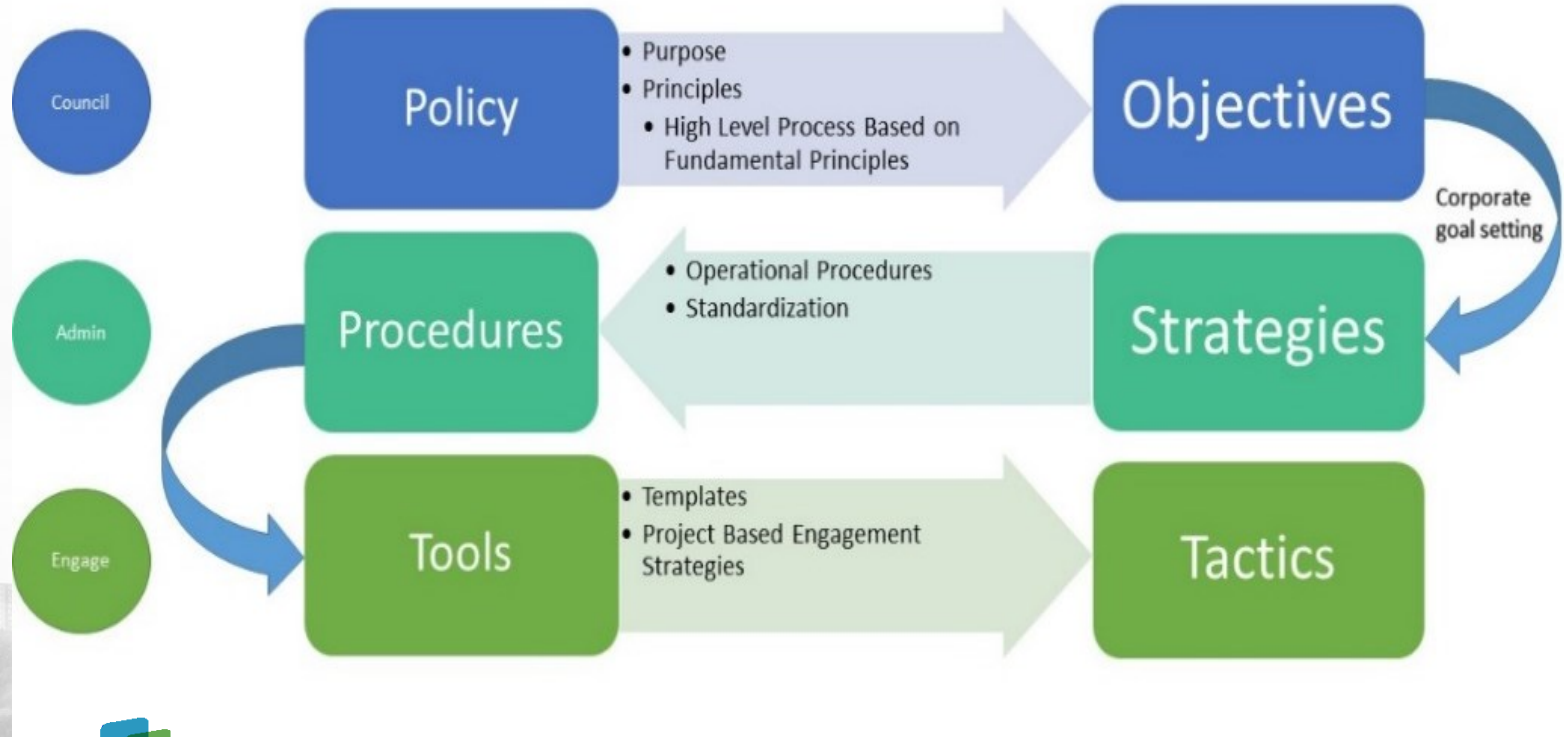
Defines
engagement
principles

Defines roles and
responsibilities of
Council &
Administration

Other Municipalities

Municipality	Council Policy	Engagement Framework	Engagement Procedures
City of Edmonton	✓		✓
City of Calgary	✓	✓	
City of Guelph		✓	
City of Victoria		✓	
City of Ottawa			✓
City of London	✓		
City of Halifax			✓
City of Vancouver			✓
City of St. John's	✓		
City of Kingston		✓	

Engagement Model



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Conclusion

In order to continue our path forward, Administration is recommending that City Council adopt the Council Policy on Public Engagement

- The Policy was developed based on best practices.
- There are no budgetary implications as a result of approving this policy.
- Any additional engagement resources will be addressed through future business plan and budgeting processes.