

Planning for Successful Citizen Engagement in 10 Easy Steps



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**Elected Officials Seminar:
Nelson, BC. January 13, 2012**



What we'll cover

- What, why and when
- Planning in 10 “easy” steps
- Group discussion
- Time for Q & A





**What is Citizen
Engagement?**

Citizen Engagement & Public Consultation

- Involves the public
- Seeks input
- Two-way
- Purpose-driven
- Publicized
- Statutory vs. non-statutory









Why Engage?



Why Necessary

- Effective decision-making
- Issues management
- Influences outcomes
- Reputation management



When you are even thinking about ...

- Starting
- Stopping
- Changing

Super-yacht marina opposed by Victoria kayakers
Last Updated: Wednesday, September 23, 2009 | 1:58 PM PT | Comments 33 | Recommend 14
CBC News

Victoria's historic harbour bridge to be replaced

External Links
Victoria International Marina

(Note: CBC does not endorse and is not responsible for the external sites - links will open in new window)

British Columbia Headlines

Top Headlines | Recommended | Comments

• Marijuana activist Marc Emery to surrender

The CHIEF
MONDAY SEPTEMBER 28, 2009

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OPINION
Editorial: Consulted and insulted

September 25, 2009

Squamish – It goes without saying that public consultation is a good thing. This week in The Chief we have two excellent examples of the organizations can take on public input.

On the one end, the Squamish Nation has cleared a major hurdle in its plans to blight the local landscape with 10-foot by 30-foot electronic billboards on Highway 99 near the Stawamus Chief.

Unlike Squamish council, the Squamish Nation is under no obligation to consult with the public on its decisions – the only obstacle they faced was approval from the federal department of Indian and Northern Affairs, which this week put its stamp of approval on the plan, despite the opposition of local governments and citizens.

Insulted, not consulted

D.A.D.



D.A.D.

Decide, Announce & Defend!



What, who & how much

1. Purpose

2. Audience

3. Level of consultation



Create content & consult

4. Message

5. How to reach your
audience

6. How to collect input
and engage



Promote, deliver & follow up

7. How to promote

8. Timelines

9. Action plans

10. How'd you do?



Step 1: What is your purpose

- What do you need to know?
- What is open and what is fixed



Photo: Wayne Sawchuk, Northern Images, The Tyee

Step 2: Who is your audience

- Who should be consulted and why?
- Both internal and external
- What do you know about them?



The No Surprise Rule

Step 3: What level of consultation

➤ Increasing levels of consultation

- Inform
- Consult
- Involve
- Collaborate



www.iap2.org



Group Exercise

- Complete steps 1-3 only
 - Topic or problem
 - Audience(s)
 - Level of consultation: inform, consult, involve, collaborate
 - Hear back from a few groups



Step 4: What are your key messages

- Your consultation question: What do you need to know?
- Be clear on how info will be considered and/or used
 - “used to help guide decisions”
 - “considered in making our decisions”



Effective messages

- Easy to remember, captivating - KISS
- Use stories - have others tell your story
- Supporting info, benefits
- Respond promptly, empathetically
- “Two-sided”
- Ensure clear and consistent messaging
- Test it!



Remember the WIIFM



Remember the WIIFM

What's in it for me!

SUSTAINABLE REGION INITIATIVE . . .

TURNING IDEAS INTO ACTION



Deciding our future

How will we:

- Reduce the garbage we produce
- Deal with sewage
- Manage growth in the region

Throughout 2009 Metro Vancouver will be hosting a series of public meetings to discuss issues critical to the future of our region.

Spring Series – Our focus is on the Zero Liquid Waste Management and the Metro Vancouver Draft Regional Growth Strategy.

Please join the discussion and give us your input.



Spring Series
To secure a seat registration is encouraged.
For copies of the draft plans and more information,
please visit www.metrovancouver.org
Or call: 604.432.6200



Join us
for some septic
tank talk!

Step 5: How will you consult

- Open Houses
- Town Hall Meetings/ Public Info Meetings
- Workshops/ Webinars
- Tours, events, community fairs, BBQ!
- Online forums



Step 5: How will you consult

- Advisory Committees
- Stakeholder-specific meetings - groups or individuals
- Neighbourhood “kitchen table” meetings
- Special types of meeting examples:
 - World Cafes
 - Charrettes



Monday, November 26, 2007
Displays: 6:30 p.m.

Presentation: 7:00 p.m.
Qualicum Beach Civic Centre

Talk & Treats—communicating with the Town now and in the future!



Town of Qualicum Beach

Mayor: Teunis Westbroek

Councillors: Barry Avis, Wendy Maurer, Mike Wansink & Jack Wilson

Thanks for coming...now let's start talking!

At Talk & Treats, help the Town answer:

- What kind of Town communication has worked well?
- How can the Town do a better job of communicating?
- What should we focus on for communicating in the future?

Then, list some actions to help us get there!

"Communication leads to community, that is, to understanding, intimacy and mutual valuing." Rollo May

The Town values communication—and our citizens. Council identified in their Strategic Planning exercise a desire to improve communication strategies. Individuals and groups have stated their interest in community discussions and Town Council wants to hear what is important to citizens. All of these things led to the Council decision to host this public discussion — an opportunity to talk about how we communicate now and for the

on how people can currently communicate with the Town, recognize the importance of talking, and discuss the Town's communications—what's working, what isn't, what to improve, and what to let go of...to make room for something new.

Check out the displays on the seven topics to prepare for the small group discussions that start at 7:00 p.m.

Then choose from the seven exciting (and tasty) tables described below to discuss specific communication topics. There will be an opportunity to share your findings with everyone at the end. Can't pick just

Tonight we're focusing on how we talk, but we also want you to start thinking about what you would like the community to talk about in the future. Post your top three topics for future discussion on the board at the entrance.

Meet Town staff assigned to each discussion group as they serve as the 'talk traffic cop' keeping us on time, on topic and on top of communication issues!

Council's role tonight is to listen to you. Council will be covering the room tonight, stopping to listen in on the discussions at each table. What they hear will



November 2011

Open House Wrap-up

At our summer open house and celebratory barbecue, more than 100 West Bench residents joined us to recognize the history of the West Bench Irrigation District (WBID) and learn what this important step forward means. The WBID is now officially dissolved and responsibility for the West Bench water system has transferred to the Regional District of Okanagan-Similkameen (RDOS). This will ensure access to federal and provincial grants necessary for water system upgrades required by the Interior Health Authority (IHA), as well as ongoing operations and maintenance.

"Thanks to everyone who attended and helped make this event a success! We only had one hot dog left at the end of the evening," says Michael Brydon, Electoral Area F Director. "Most



importantly, thank you to those residents who took the time to provide feedback at the open house and answer the surveys. Your input is important and will be used to help guide future decisions."

Next Steps

The RDOS is committed to considering all possible options to make sure West Bench water is compliant with IHA standards. The two broad alternatives being considered are (a) purchasing treated water from the City of Penticton and (b) constructing a

What's Inside?

- Important information about your new water bill
- Boil water notice for your protection
- New contact info
- End of irrigation season
- Seven simple steps to save water

stand-alone treatment system (either ultra-violet or filtration) operated by the RDOS on behalf of West Bench residents. The main issue is cost, which is still to be determined.

Results from the recent water upgrade survey show that West Bench water customers are interested in a deal with Penticton if the total lifecycle costs are comparable to the total lifecycle costs of a stand-alone treatment system.

"We continue to meet with City of Penticton staff and elected officials to achieve the necessary 'win-win' and hope to be in a position to update West Bench residents on this negotiation process in the coming weeks. We



Support with materials

- Displays and panels
- Easy-to-read background info
- Presentations
- Discussion guides
- Meet and greet
- Treats!



 LET'S TALK TRASH 

Highlights of Phase 3 Options: Future Advances in Technology

Reducing Greenhouse Gases and looking at new technology can help develop sustainable programs to manage our waste now, and for future generations

- Investigate ways to reduce or reuse landfill gas emissions
- Explore options for managing waste closer to home, like local processing facilities for recycling or composting organics

The options in Phase 1 and 2 save more in CO₂ emissions in one year than the amount generated by 6000 Honda Civics!



Step 6: How will you collect feedback

- Qualitative: Anecdotal
 - *What* is their opinion
- Quantitative: Statistically valid
 - *How many* feel a certain way
- Combine for best results

Step 6: Collect Feedback (continued)

➤ Surveys & Feedback

➤ Print

➤ Print

➤ Online

➤ Phone

➤ Face-to-face

➤ Focus groups, etc



Solid Waste Plan Survey



What do you think?

Please take a few minutes to provide your feedback on key programs in the proposed Solid Waste Management Plan – a plan for how we can manage our waste for the next 10 years. Your input is important and will be used to help guide future decisions about how we can better reduce and manage our waste. Thank you!

Need more information?

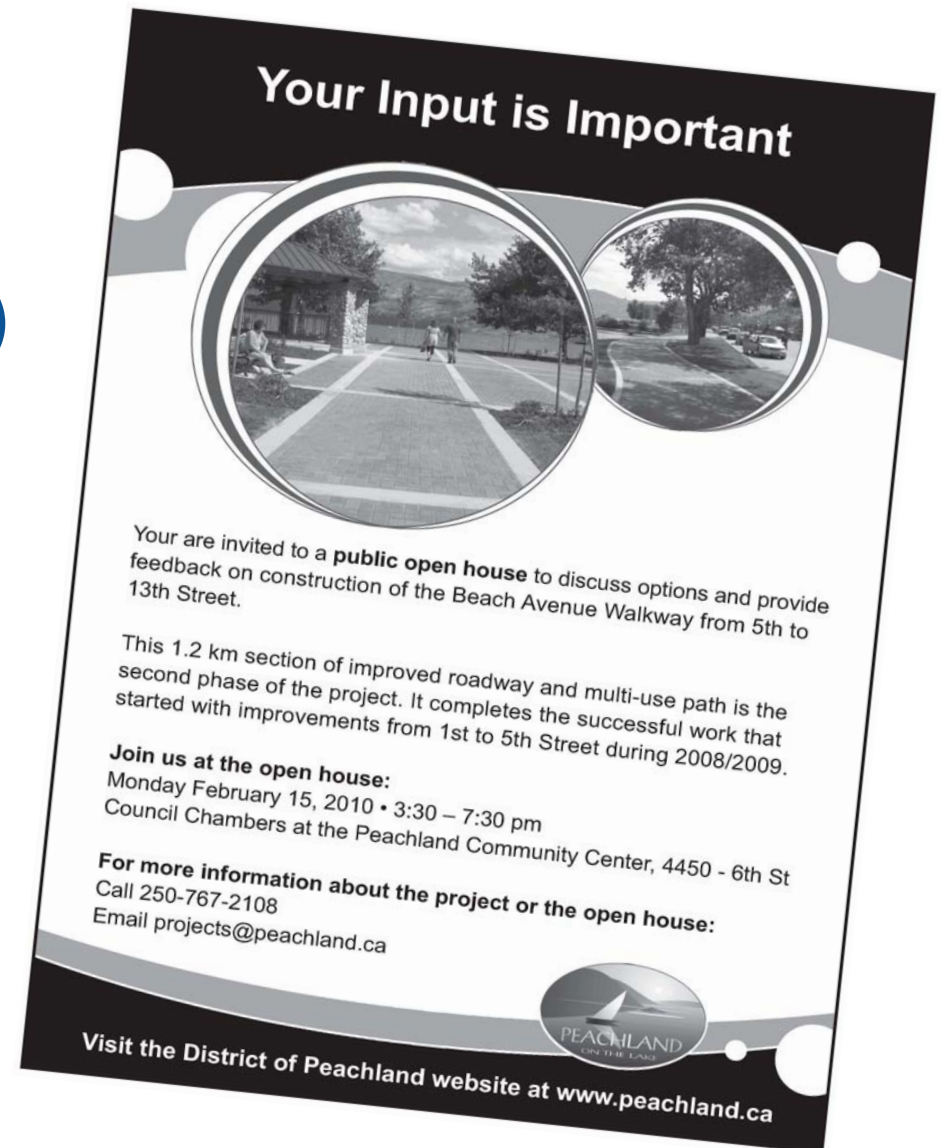
For details on proposed programs including their costs and benefits, please review the display panels at the open house or online at www.cariboord.bc.ca

PROPOSED ACTIONS AND OPTIONS

Please indicate whether you agree with the following proposed options - v		Agree	Disagree	Unsure or N/A
1. Improve how we manage wood waste to reduce costs and produce a reusable product:				
- Require users to sort wood waste into a separate pile so it can be chipped or burned				
- Make tipping fees for commercial wood waste the same at all controlled sites				
2. Improve access to recycling for items covered under provincial "Extended Producer Responsibility" programs – where industry "eco fees" pay for drop off locations:				

Step 7: How will promote

- Paid advertising
- Publicity
(e.g. news releases, new events)



Step 7: How will promote

- Personal and community contact (e.g. presentations, displays at community events)



Step 7: How will promote

- Print or promotional materials (e.g. posters, invites, newsletters)
- Online (e.g. web, Facebook, Twitter)

DAWSON CREEK DECIDES
VOTE NOV. 21

OUR COMMUNITY Dawson Creek
SPECIAL EDITION
What you need to know on November 21

Your Vote Counts!
Are you a taxpayer? A user of facilities? So, what is this referendum about? One way, citizens can...

WE NEED TO HEAR FROM YOU!

Be in the Loop
Come to our open house to talk trash!

RDOS OKANAGAN-SIMILKAMEEN

When's the last time you were invited out to 'talk trash'? The Regional District of Okanagan Similkameen and member municipalities invite you to be in the loop with an evening of trash talk – in the literal sense of waste, recycling and composting.

The RDOS needs to hear from residents and businesses about their thoughts on proposed programs for future recycling, composting and about the proposed programs and have their questions answered. Each open house features a series of display panels for viewing, followed by to see in the future. See below for the open house location nearest you.

Public Consultation is Key
the need to improve our capital assets



Welcome to The Sunshine Coast Regional District

Sitemap

About Us

Departments

Services

Sustainability

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Bylaws

Welcome to the Sunshine Coast Regional District

Incorporated in 1967 and stretching from Port Mellon to Earls Cove, the Sunshine Coast Regional District (SCRD) provides services and regional government to more than 28,000 residents.

contact the SCRD



CurrentNews

2011 Elections

Information on the upcoming election is available on our [Elections](#) page. The next Advance Voting opportunity will be Wednesday, November 16.

West Howe Sound OCP Adopted

The SCRD Board adopted Bylaw 640: [West Howe Sound Official Community Plan](#).

Integrated Transport

The [final report](#) of a com is now available.

Did you lose or find a

The SCRD provides [dog](#) Bay, Roberts Creel, Elph the Sechelt Indian Gove



Sunshine Coast RD

SunshineCoastRD

SunshineCoastRD Find out when you need a building permit at [scred.ca/Permits](#).

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SunshineCoastRD SCRD administration office will be closed November 11 for Remembrance Day.

2 days ago · reply · retweet · favorite

SunshineCoastRD Advance Polls are open today. Times and locations available at [scred.ca/General-Govern....](#)

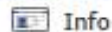
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Join the conversation



Wall



Info



Friend Activity



Photos



CRD Posting Policy

About

The CRD is a great place to visit
or call home www.cariboord.bc.ca

83

like this

4

talking about this

Likes

See All



**Cariboo Chilcotin
Coast**



Cariboo Memorial

Cariboo Regional District



Government Organization · Williams Lake, British Columbia

YOU HAVE AN INTER
COMMUNITY PLANNING

s for voluntary service on Advisory
is over being accepted for all Elects
Regional District for a three year term
An Advisory Planning Commission (APC) is to



Wall

Cariboo Regional District · Everyone (Top Posts) ▾

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Post



Photo

Write something...



Cariboo Regional District

Plan to attend the Town Hall Meeting in your area

NEWS RELEASE

Town Hall Meetings Kickoff Next Week
CRD invites input for 2012 Budget before March adoption

The Cariboo Regional District (CRD) is pleased to announce that the 2012 Budget process has begun. The CRD is currently in the process of developing the 2012 Budget and is seeking input from the community. The CRD is a great place to visit or call home www.cariboord.bc.ca

Date	Time	Area	Location	Location
Jan 11, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 12, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 13, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 14, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 15, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 16, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 17, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 18, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 19, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 20, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 21, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 22, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 23, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 24, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 25, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 26, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 27, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 28, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 29, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 30, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake
Jan 31, 2012	7:00 PM	Williams Lake	Williams Lake Community Centre	Williams Lake

The CRD is a great place to visit or call home www.cariboord.bc.ca

Like · Comment · Share · January 5 at 9:21am ·

1 share

Write a comment...



Cariboo Regional District via City of Williams Lake

Williams Lake featured on last weekend's Global TV Small Town Feature.

Try it!

- Use same topic or problem and audience
- Complete Steps 5, 6, and 7
- How will you consult?
- How will you promote?
- Report out 😊



Step 8: What's your timeframe

- Ensure a start and finish date
- Describe next steps and timelines for reporting out



Step 9: Create an action plan

- Who does what by when and with what (people and budget)



Step 10: How did it go?

(You Made It!)

- Monitor during and after
- Did you achieve your objectives?
- Report out on your results
- Celebrate your successes!



For More Info



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