## A Strategic Framework for Public Engagement

SFU

CENTRE FOR DIALOGUE

Six considerations before you start your next public engagement initiative

What question(s) are we asking the public? • What is the opportunity for engagement? What is on or off the table? What questions does the public want to What are the risks of not engaging address? (more deeply)? What are we trying to achieve? • Raising awareness & education Contributing to decision-making Transforming conflicts Mobilizing collective action Exploring ideas & information Adapted from NCDD Streams of Engagement: ncdd.org How will our decisions affect communities? • What is the impact on the whole community? • What is the impact on specific areas and/or groups within the community? Adapted from SPARC BC Community Engagement Toolkit: sparc.bc.ca How will the community's input affect our decisions? Based on the IAP2 spectrum, what is our committment to the public? INFORM INVOLVE CONSULT COLLABORATE EMPOWER "We will keep you informed, listen to and acknowledge "We will work "We will work with you to ensure that your concerns and together with you to formulate aspirations are concerns and aspi-"We will solutions and "We will rations, and provide directly reflected implement incorporate your feedback on how public input influkeep you in the alternatives advice and recwhat you developed and provide feedback informed" enced the decision. We will seek your ommendations decide." . on how public input into the decisions feedback on drafts influenced the to the maximum decision.' and proposals. extent possible. International Association of Public Participation: iap2canada.ca What is the scale of engagement?

- How broad should the reach of engagement be?
- What is the budget for engagement and how does it relate to the overall project budget?

## How will we follow through?

- How will we report back to the community?
- How will we continue to engage and work with the community?