



# Council Initiative on Public Engagement

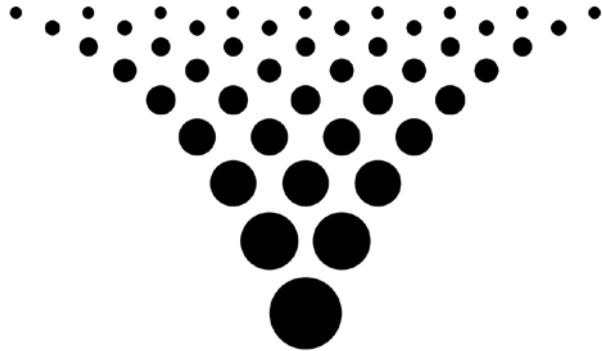
## Summary of Results Nov 2014 to Jan 2015



# Starting the conversation ...

- Identifying a shared voice on:
  - Why we do public engagement
  - The elements of effective public engagement
- Agreeing to move forward together

# Process – External and Internal



**19 workshops with 403 participants in Nov, Dec, Jan** - community members, stakeholder representatives, City Staff, and Directors and Branch Managers shared ideas and formed consensus on key questions.

Some input also provided on-line via the Discussion Guide.

# Process – Capping Workshop



## **Saturday, January 17<sup>th</sup> Capping Workshop**

- 37 participants representing the 19 workshops and online input created the larger consensus.

# Process – City Council and CLT



## **Wednesday, January 21st Council/ CLT Workshop**

- Members of City Council and Corporate Leadership Team (CLT) reviewed the results so far and participated in their own workshop





# Public Representative

## **Yvonne Smits**

- Member of the general public
- Participated in November 12, 2014 workshop at Commonwealth Rec Centre
- Participated in January 17, 2014 capping workshop at Shaw Conference Centre

# Question - Why Do We Do Public Engagement?

We asked:

**“Why is public engagement important?  
Consider the points of view of Council, administration  
& the public ”**

Workshop participants and the survey generated more than 200 responses on benefits and reasons for doing effective public engagement.

# 15 Benefits of Effective Engagement

## Decision Making (4)

- Better decisions – sounder decision-making
- Supported decisions – trusted decision-making
- More citizen influence in decision-making
- Accountability – increased trust & credibility



# 15 Benefits of Effective Engagement cont.

## Community & Democracy (5)

- Building community – more responsibility, ownership, greater sense of connection
- Empowerment – more sense of belonging
- Represents input of the community as a whole
- Deeper understanding of issues
- Democracy in action – builds confidence

# 15 Benefits of Effective Engagement cont.

## City Building (6)

- Best results – creates efficient realistic plans
- Makes change – improves the outcome
- Makes a vibrant, smart city – civic pride
- Fosters a sense of ownership in the community
- Fosters innovation
- Engages more of the public through appropriate tools



# Question - The Elements of Effective Public Engagement

We also asked:

**“What are all the elements of effective public engagement we need in Edmonton in the future?”**

Workshop participants generated about 1,000 responses and clustered these to create the **larger patterns** of consensus on the elements in their workshops. Online Discussion Guide respondents generated a few more responses.

# 13 Components of Effective Engagement

## Inclusion (5)

- Include everyone, be representative & accessible
- Welcome citizens & encourage teamwork
- Always listen, show respect, be inclusive
- Seek to build reciprocal trust and transparency
- Engage early, longer & allow citizens influence

# 13 Components of Effective Engagement cont.

## Process (5)

- Strive for an open, fair & democratic process
- Design the process to be adaptable & responsive
- Engagement is transparent
- Participation plan is clear, transparent, thorough
- Show commitment, provide adequate resources to make the process effective



# 13 Components of Effective Engagement cont.

## Communication (3)

- Communication is clear, informed & frequent
- Communicate using diverse tools & methods
- Ensure results are transparent –  
be accountable for how decisions are made

# Provide us with feedback and stay connected!

- Provide us with you feedback on the results
- Stay connected with the Initiative and participate in future activities

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# Next Steps?

- Continue the conversation we've started and bring more people to the party
- Start to talk about the “how”



Thank  
You!