

Community Engagement Spectrum



GOAL

- Provide the necessary context and background information in a timely manner

- Listen to and learn about views, ideas, concerns and expectations

- Collect feedback on options and alternatives

- Work directly with the public to ensure concerns and aspirations are understood and considered

- Partner with the public in various aspects

ACTION

- Communicate in plain-language
- Respond to questions for clarification
- Provide additional information as needed
- Report back on all outcomes

- Provide channels and opportunities for listening to take place

- Listen to and acknowledge views, ideas, concerns and expectations
- Report back on all outcomes
- Describe how input was considered/used

- Work with the public to ensure concerns and aspirations are reflected in the options or alternatives developed
- Describe how input was considered / used
- Report back on all outcomes

- Look to the public for advice and innovation
- Incorporate advice and recommendations into the decisions to the maximum extent possible

OUTCOMES

- Clear communication channels are established
- Impacted/interested parties feel adequately informed
- Transactional

- Participants feel heard
- The City understands the community narrative

- Citizens are offered a high-level opportunity to contribute
- Participants see their feedback in action
- Participants feel heard

- Mitigate negative impacts
- Element(s) of surprise are gone
- Visible partnerships are created
- Co-operation is increased

- Trust and partnerships are built
- Citizens/stakeholders advocate on behalf of the City
- Negative impacts are reduced or eliminated