



# participate

Wood Buffalo

## Public Engagement Framework

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# What is Public Engagement?

Public Engagement is the process of connecting the Municipality and the public by having purposeful dialogue discussing and gaining an understanding of emerging issues and opportunities, involving the public by clarifying issues, and identifying alternatives or partnering in decision making.



# Roles & Responsibilities

Communications & Engagement  
Indigenous & Rural Relations  
Legislative Services  
Contracted Services





Why We Engage



Improves decision-making

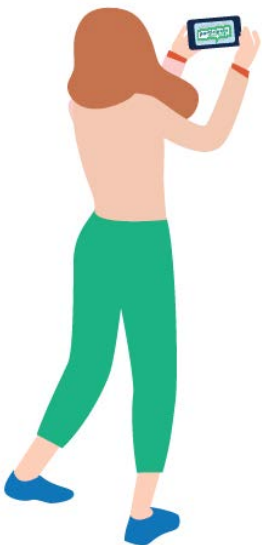
Helps residents take a more active role in the community

Gets honest feedback on what works or doesn't work for services or projects

Taps into local insight and knowledge

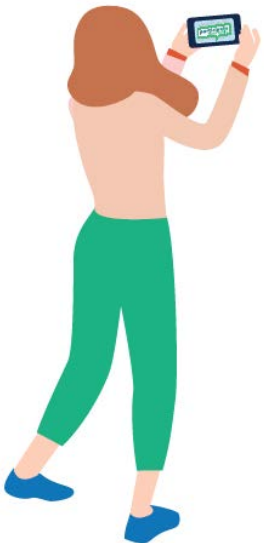
Provides a sense of community ownership and civic pride

Facilitates understanding



# Why We Engage

*Relationship management*  
*Engagement management*  
*Expectation management*  
*Reputation management*



# How We Engage

## Strategy Development






- Decision-making, Objectives, & Promise to the Public
- Stakeholder Mapping
- Potential Issues & Mitigation Measures
- Tools & Tactics
- Communications
- Cost & Timeline
- Evaluation & Reporting



## Spectrum of Engagement

GOAL

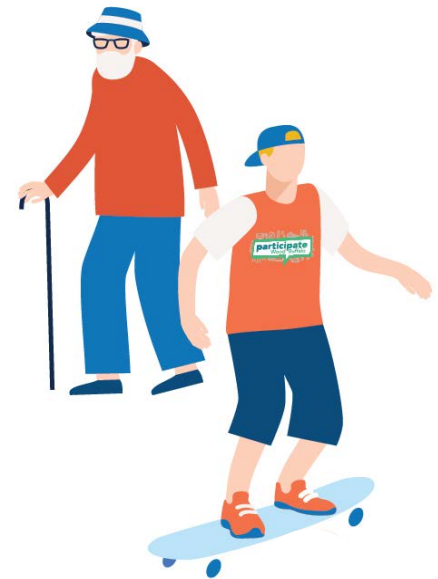
PROMISE TO THE PUBLIC

	 <b>INFORM</b>	 <b>CONSULT</b>	 <b>INVOLVE</b>	 <b>COLLABORATE</b>	 <b>EMPOWER</b>
	To provide residents with the information needed to understand the opportunities, alternatives or solutions presented.	To gather public feedback.	To work with residents through each step of the decision making process to ensure resident concerns are considered.	To partner with residents in each aspect of the decision-making process, including the development of alternatives and the identification of the preferred solution.	To place the final decision in the hands of residents.
	We will keep you informed.	We will keep you informed, and consider your feedback in the decision making process.	We will work with you to ensure that your concerns are directly reflected in the alternatives developed and provide feedback on how resident input influenced the final decision.	We will seek resident advice and ideas and use this feedback when making decisions, to the fullest extent possible.	We will implement what residents decide.

# How We Engage

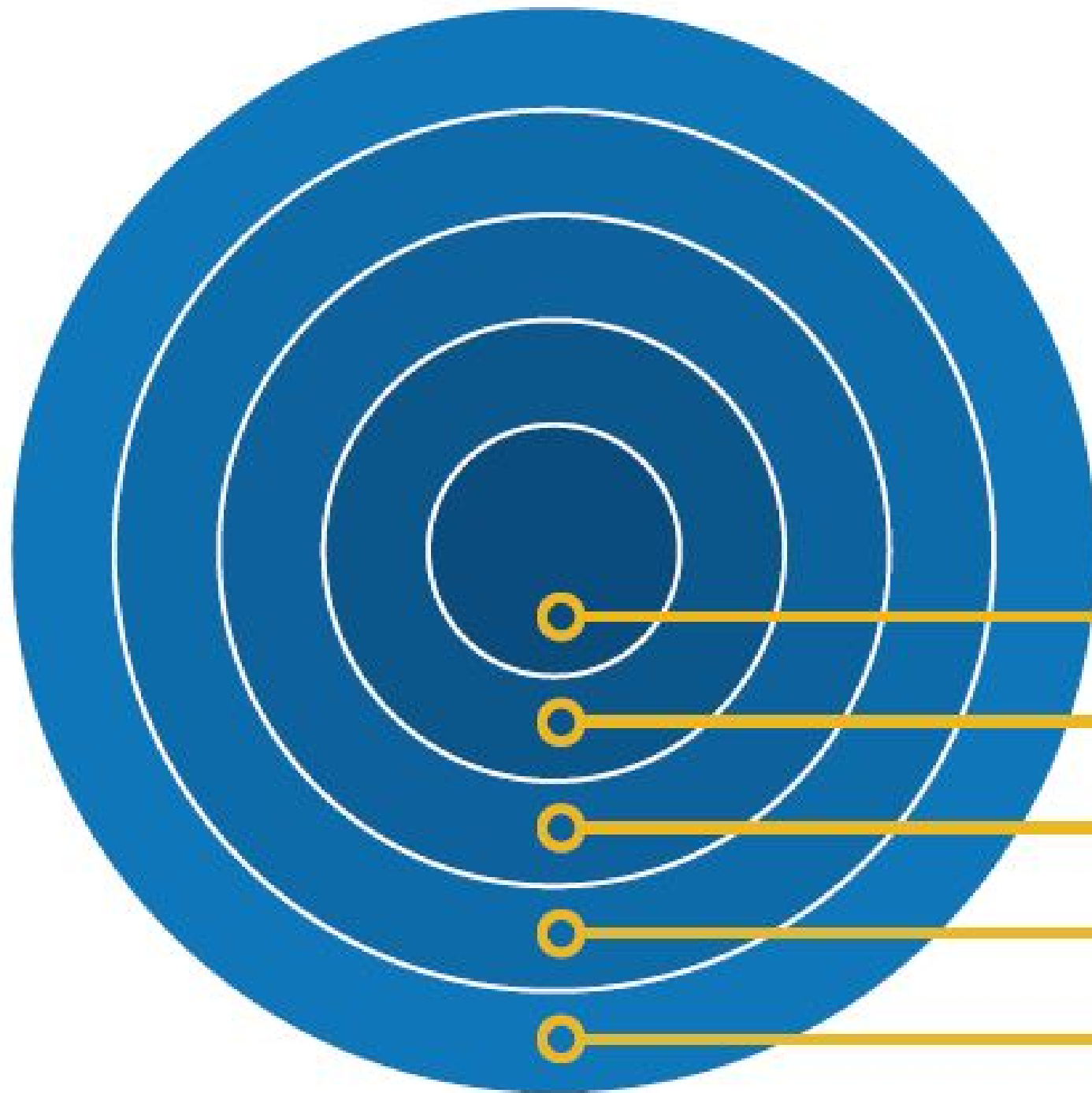
## Stakeholder Mapping

Stakeholders are individuals, groups or organizations who may affect, be affected by, or perceive themselves to be affected by a decision, activity, or outcome of a project.



# Orbits of Participation

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Co-Decision Makers

Active Participants

Reviewers/Commenters

Interested Observers

Unsurprised Observers

# Evaluation & Reporting

It is critical that results of engagements are shared with the public, and to report back on how the results have or have not influenced a decision or been incorporated into the topic being discussed.

This is an important step to better understand how public engagement can be developed and improved, help build civic trust, and encourage future public engagement.





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