

A Strategic Framework for Public Engagement

Six considerations for sponsoring your next public engagement initiative

#1

What is the topic of engagement?

- Why do we need to engage?
- What questions does the public want to address?
- What is on or off the table?
- What are the risks of not engaging?
- What criteria will we use to make a decision?

#2

What are we trying to achieve?

- Raising awareness and education
- Transforming conflicts
- Exploring ideas and information
- Contributing to decision-making
- Mobilizing collective action

Adapted from NCDD Streams of Engagement: ncdd.org

#3

How will our decisions affect communities?

- Who is affected?
- What is the degree of impact for each group?

Adapted from SPARC BC Community Engagement Toolkit: sparc.bc.ca

#4

What level of engagement are we promising the public? (IAP2)

INFORM

"We will keep you informed."

CONSULT

"We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals."

INVOLVE

"We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision."

COLLABORATE

"We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible."

EMPOWER

"We will implement what you decide."

International Association for Public Participation: iap2canada.ca

#5

What is the reach of this engagement initiative?

- How far and wide should the reach of engagement be?
- What are the budget and timeline for engagement?

#6

How will we follow through?

- How will we report back on what we heard and how the public's input was used in making a decision?
- How will we evaluate the engagement and report on the results of the evaluation?