



Community Engagement Policy and Toolkit

City Council

December 18, 2023

City's Strategic Plan

Within the Strategic Plan, Council identified the Key Result -
Develop and implement an engagement framework policy and tools
to increase public input on projects/initiatives



COLLABORATIVE CITY

Why This Matters

Phased Approach

Phase 1

implementation of an
online community
engagement platform
which was launched
in June of 2022



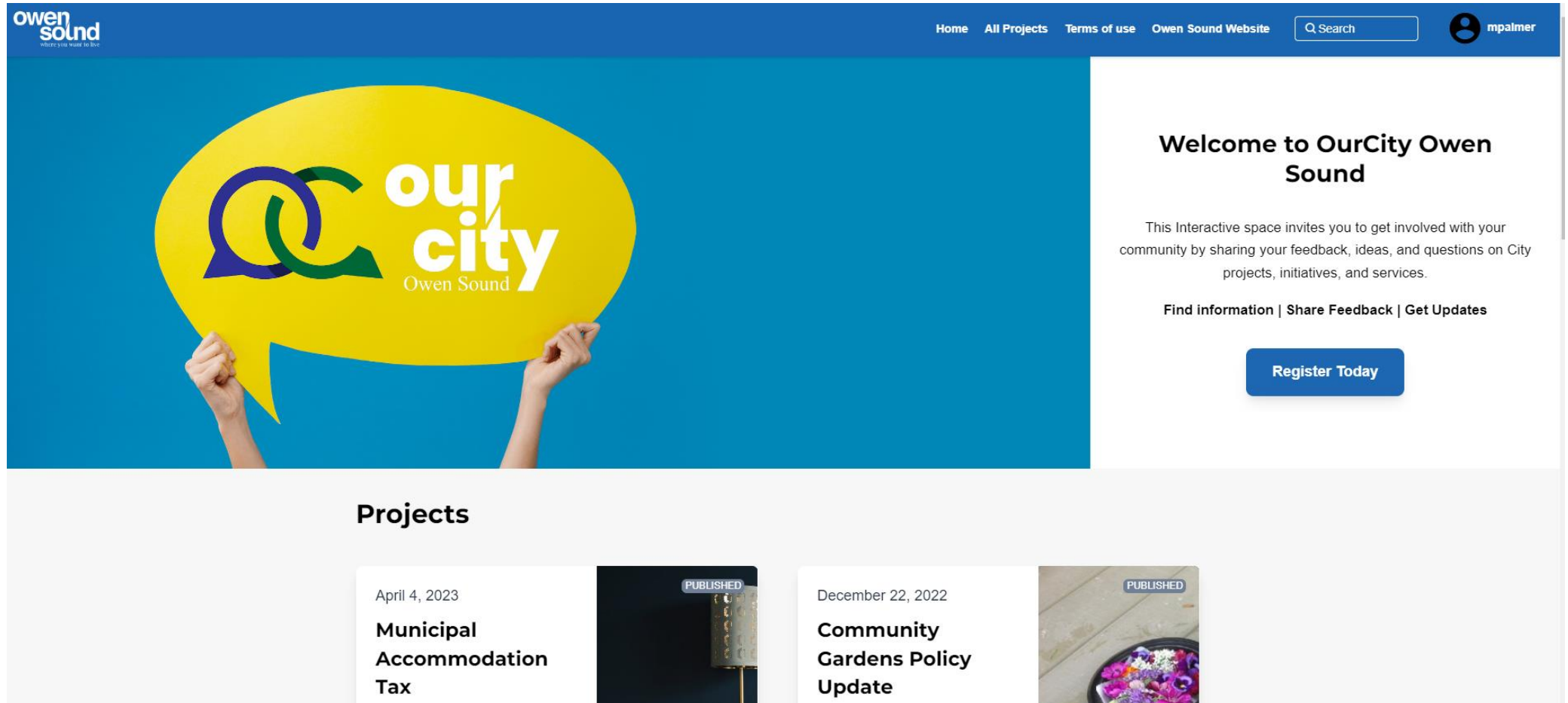
Phase 2

review of community
engagement and the
development of a
policy (framework) for
Council consideration
December 2023

Phase 1 - Implementation of the Community Engagement Tool



OurCity.owensound.ca



Participant Summary

Engaged – 2,381

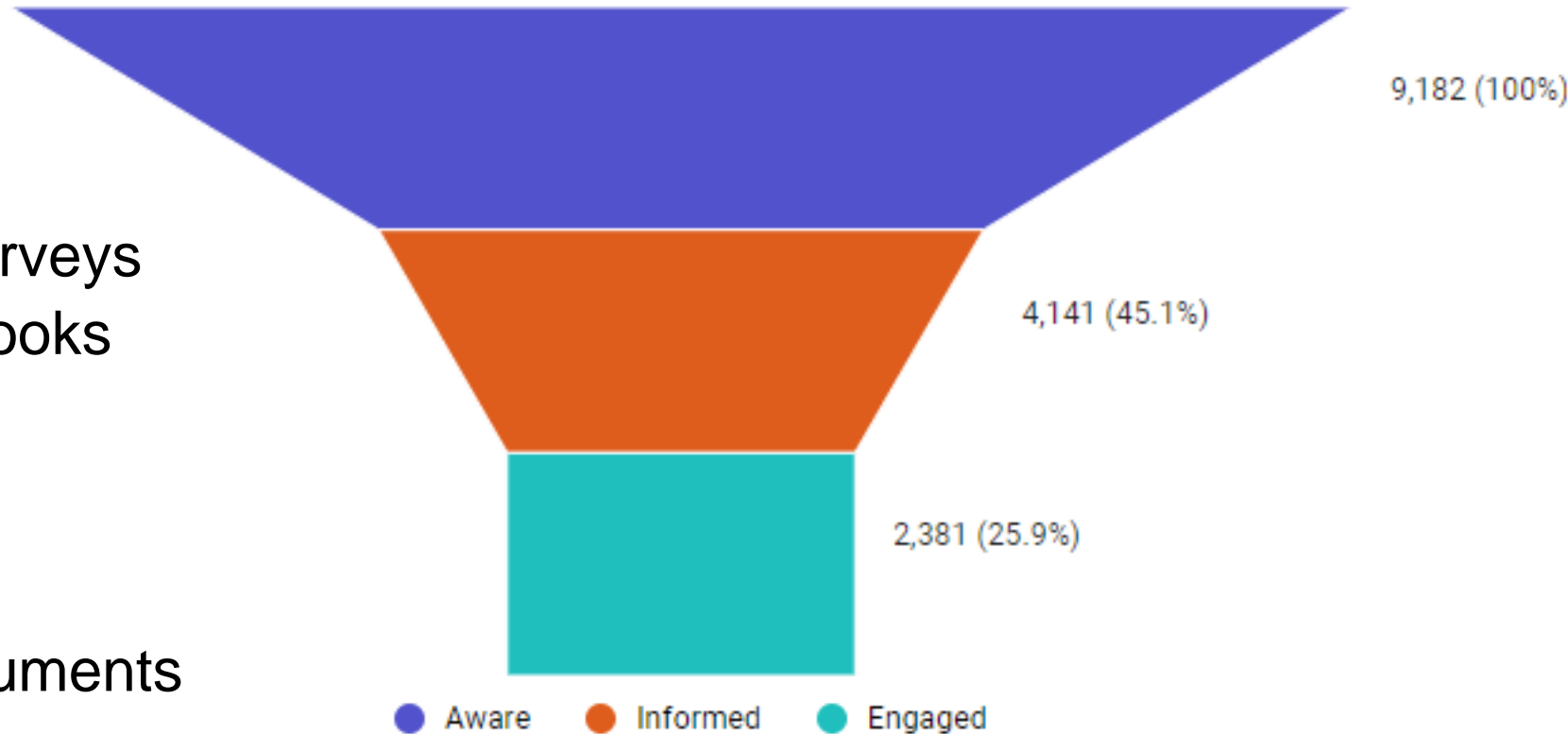
- Participated in surveys
- Posted in guestbooks
- Asked questions

Informed – 4,141

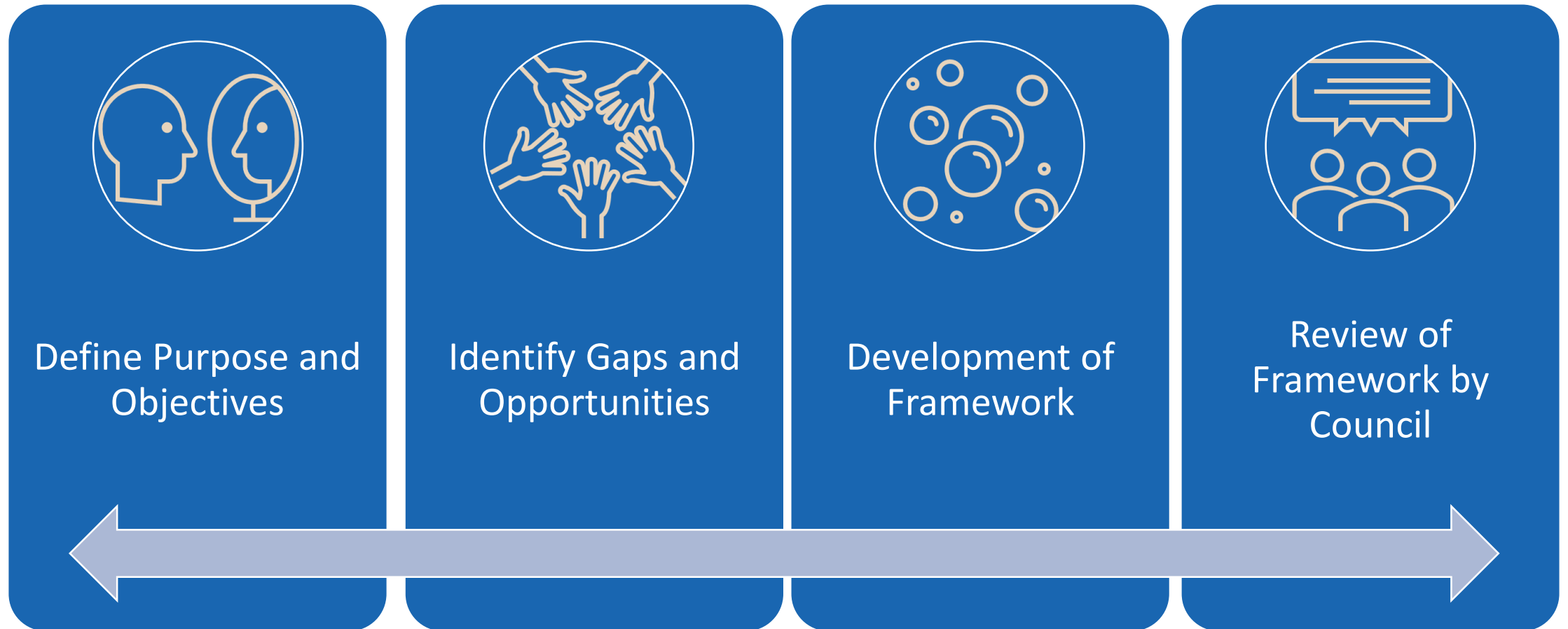
- Downloaded documents
- Referenced FAQs

Aware – 9,182

- Visited project pages



Phase 2 - Development of a Community Engagement Framework



Why have a Community Engagement Policy?



1. Identify clear, consistent guidelines for staff, Council and the public to facilitate a coordinated approach to community engagement
2. Consistently inform the community about the City's approach to consultation and engagement activities so that citizens know what to expect
3. Facilitate Council decision-making that is open, transparent, responsive and accountable

Listening and Learning

Discussions with Staff to Understand the Barriers they Face with Engagement

Community Survey and Community Group Discussion on the Challenges and Opportunities

Research into Best Practice

What We Heard

Community

- Provide more time and options for citizens to provide feedback, including having public meetings at convenient times
- Ensure citizens are included and represented
- Explain the purpose of asking public input and how it will be used
- Make information easy to find and understand
- Notify the public about the final decision and how their input was used

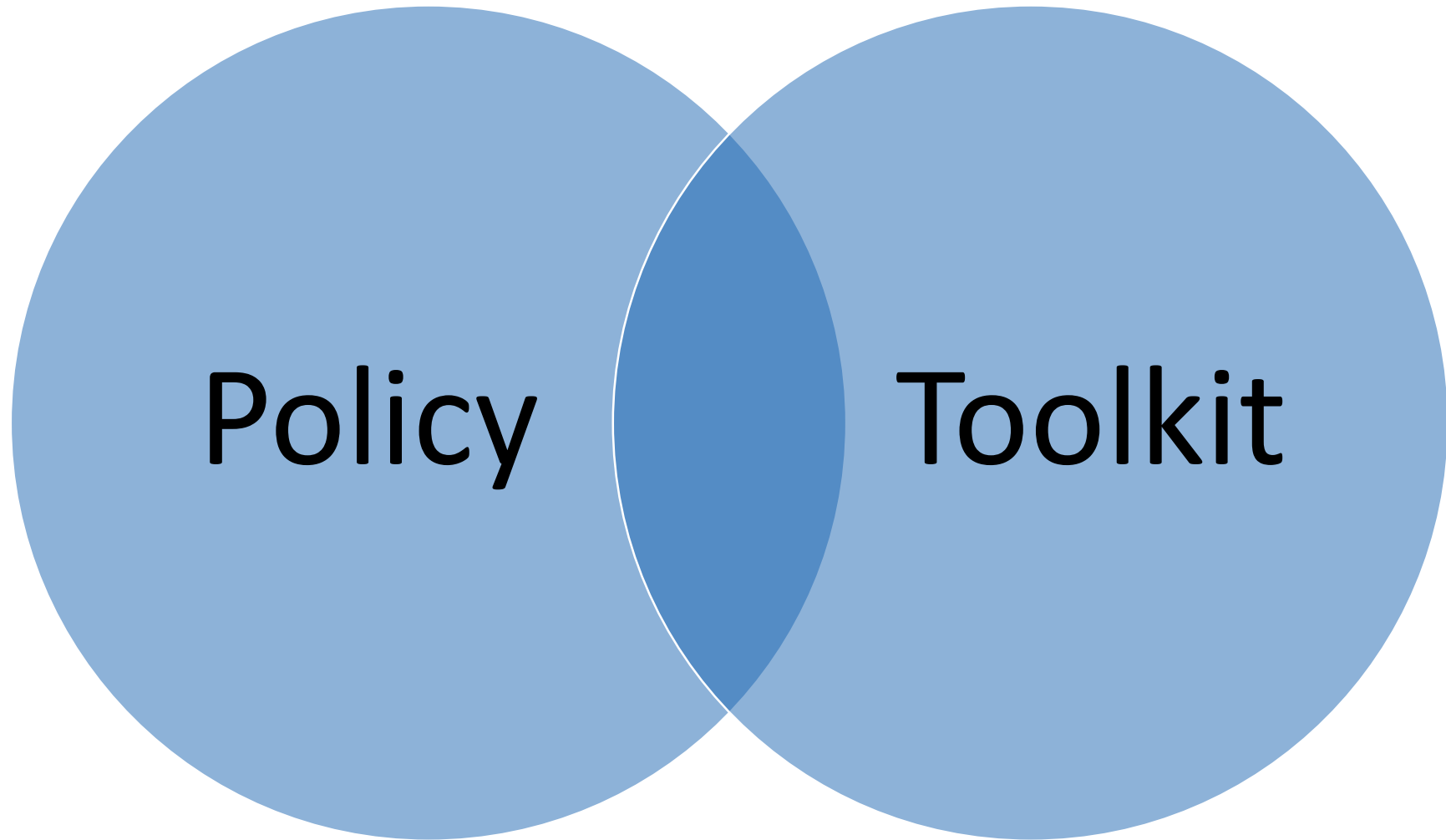
Staff

- Provide more training, support, resources and expertise to staff delivering engagement activities
- Ensure appropriate staff and financial resourcing is in place for engagement activities

What We Learned

- Resources available through the International Association for Public Participation (staff are now members)
- Municipalities which have “best in class” engagement practices
- Lessons learned from small municipalities with engagement policies and practices

Moving Forward





Thank You!