

Civic Engagement Review



Recommendation



- The City of Greater Sudbury review the current methods of community engagement including the types of committees, advisory panels, and task forces, and report back to Council in the Spring 2014 with options for consideration.
- Options to take effect with new term of Council.

Rules of Engagement



- Why do we consult?
- When do we consult?
- How do we consult?



Why We Consult



- Access to a valuable community resource
- To provide appropriate service/program/support to the community
- Consumers know what they want
- Verify our direction/policy as correct
- Connect Council/community/staff



Why We Consult



- Transparency simply the right way to do things
- Accountability for tax dollars
- To educate and enlighten the public
- An engaged community is a healthier community
- Avoid assumptions about services/programs
- Obtain feedback re: allocation of municipal assets & resources

When We Consult



- When there is controversy (NIMBY issues)
- Varying from regular policy/direction
- Development of new policy/programs/facilities
- Public or Council requests it
- To gain community buy in and support
- Ideally a consistent process in our operations
- Obtain new ideas and perspectives

Community
Consultation
for the 2012 Municipal Budget



The 2012 budget begins now.
Have your say.

Monday, June 20
Starting at 5:30 p.m.
Council Chamber,
Tom Davies Square,
200 Brady Street, Sudbury

Budget12
Have your say.

How We Consult



- Identify Stakeholders
 - End users
 - Potential champions
 - Residents/neighbours/NIMBYs
 - Special interest groups
 - Council / other levels of government
 - Sponsors



How We Consult



- **Develop the Invite / Promote the Process**
 - Determine best promotional/media vehicles to use
 - Provide background and enough information so that the meeting purpose is clear
 - Provide sufficient lead time
 - Personal contact with key players
 - Often best to speak to grassroots level
 - Political terminology maybe inappropriate, create barriers

Success Stories



- Constellation City Report process
- Community Action Networks
- Elgin Street Greenway
- Bridge of Nations
- Official Plan Review
- Development of Minnow Lake Dog Park



IAP2 Public Participation Spectrum

Developed by the International Association for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal: To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions.	Public Participation Goal: To obtain public feedback on analysis, alternatives and/or decisions.	Public Participation Goal: To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	Public Participation Goal: To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	Public Participation Goal: To place final decision-making in the hands of the public.
Promise to The Public: We will keep you informed.	Promise to The Public: We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	Promise to The Public: 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.	Promise to The Public: We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	Promise to The Public: We will implement what you decide.
Example Techniques to Consider: <ul style="list-style-type: none"> • Fact sheets • Web sites • Open houses 	Example Techniques to Consider: <ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	Example Techniques to Consider: <ul style="list-style-type: none"> • Workshops • Deliberate polling 	Example Techniques to Consider: <ul style="list-style-type: none"> • Citizen Advisory Committees • Consensus-building 	Example Techniques to Consider: <ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated decisions

Examples of Community Engagement

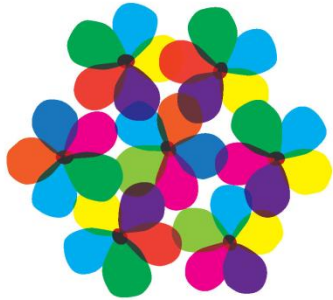


- Public consultations
- Advisory Panels
- Task forces
- Focus groups
- Open houses
- Community Action Networks (CANs)
- Neighbourhood Associations
- Participatory budget processes

The Face of Community Engagement



The Face of Community Engagement



Ward 1 Community Garden

Deiki Dozzi Park, Greater Sudbury, Ontario



Community's Roles



- Community should have a say in decisions about actions that affect their lives
- Public participation includes the promise that the public's contributions will influence key decisions made by City Council.
- Create civic engagement through community pride and cohesiveness when participating.
- To represent and determine community needs.

City of Greater Sudbury Role



- The public participation process communicates the interests and meets the process needs of a transparent and responsible government.
- The public participation process actively seeks out and facilitates the involvement of those individuals who could be potentially affected by the decisions being made by City Council.
- The public participation process ensures that protocols are established in defining how the community participates.
- The public participation process provides the community with the information they require to participate in a meaningful way.

Next Steps



Recommendation



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Thank You



Community

Input Making City Enable Feedback Support Open
Sudbury Healthy Participation Empowerment Conversations Panels Networks Facilitate Concerns Advisory Project
Associations Communication Leadership
Committees Understanding Action
Partnerships Development Solutions
Houses
Consultations Public Decision