



Community Engagement: Making it Part of Our Culture

A presentation by Michelle Dwyer
and Donna Kell
City of Burlington, Ontario



- Municipal government in Burlington, Ontario
- Population: 183,000
- Rated best mid-sized city in Canada



- **Challenge:** How to make community engagement part of everyday practice



For effective engagement, we needed

- A champion, inside and outside
- Interested citizens
- A supportive organization
- People passionate about P2



The community must care about what you're doing





An Interested Community



- Shape Report presented to City Council in 2010
- Identified communication and engagement gaps
- Recommended community charter and engagement lead



Community Engagement Charter: A daily reminder of our commitment





A Committed Organization



Burlington Community Engagement Charter

In April 2013, the City of Burlington approved a Community Engagement Charter, a partnership between the city and its citizens.

The City of Burlington is responsible for:

- Accountability** - responsibility to citizens and stakeholders for decisions made.
- Capacity building** - encouraging an element of engagement.
- Clear long range** - making documents understandable to all levels of citizens.
- City Feedback** - informing citizens about how their input was considered and used.
- Delegation Processes** - making the delegation process at City Council respectful and welcoming.
- Early and widespread** - Both Builders giving early notice of engagement opportunities.
- Intuitive and accessible** - creating engagement that is rights to participate.
- Openness and access to information** - sharing information in an timely of format.
- Researching** - ensuring the city has resources to support the Engagement Charter.
- Transparency** - decision-making processes are open and clear to the public and encourage participation.

Citizen Responsibilities

The Burlington Community Engagement Charter acknowledges citizens have the right and responsibility to stay informed and get involved. The Charter encourages mutual respect, and states that both citizens and city staff must follow the spirit, letter and intent of the Charter, when interacting with citizens, when the role requires on the engagement process and follow meeting guidelines for engagement.

www.burlington.ca/getinvolved |

- Engagement Charter approved in 2013
- Engagement taking place but was not consistent



Burlington's Next 25 Years: Citizens help to shape the future



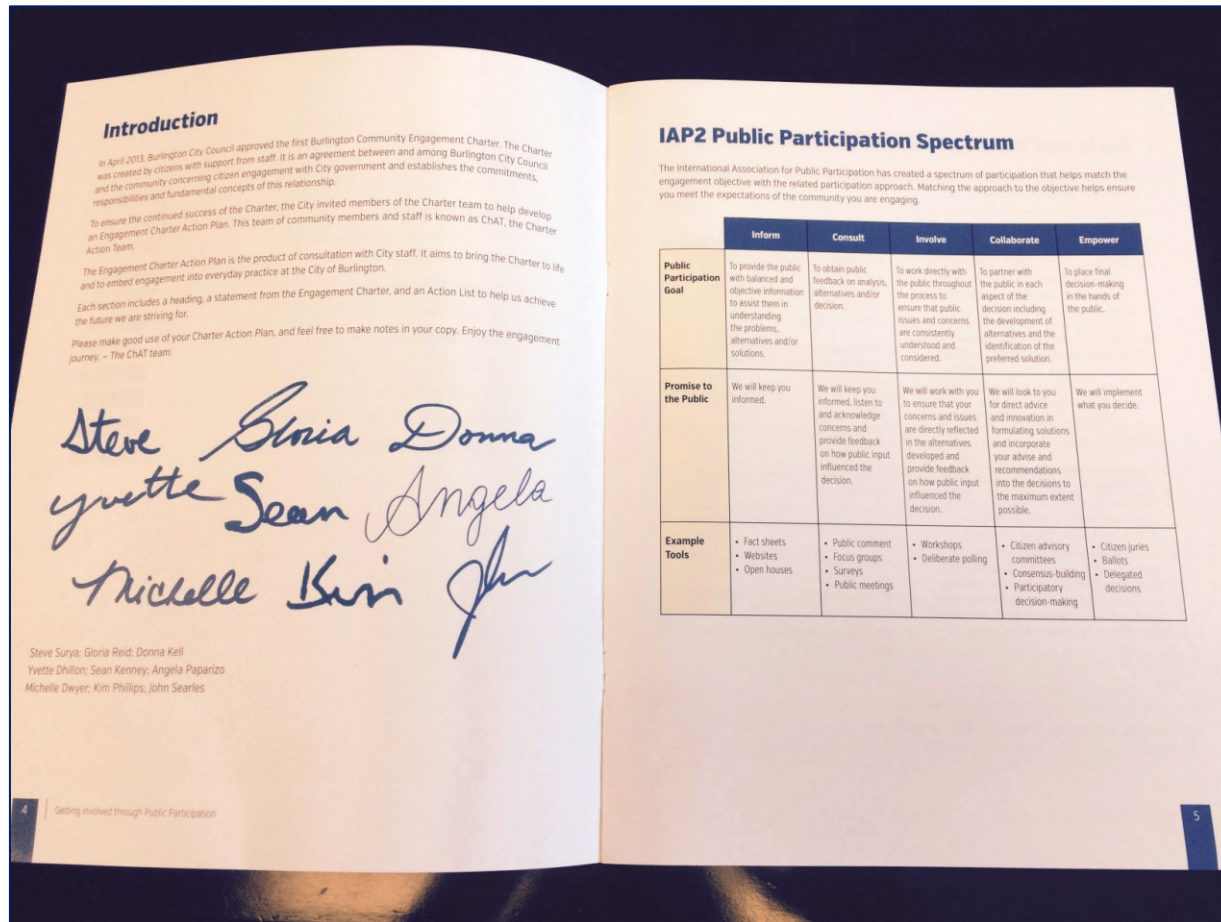


How we showed our commitment

- IAP2 training
- Facilitation and survey training
- Charter Action Team (ChAT)
- Creation of Charter Action Plan



Burlington's Charter Action Plan



Introduction

In April 2013, Burlington City Council approved the first Burlington Community Engagement Charter. The Charter was created by citizens with support from staff. It is an agreement between and among Burlington City Council and the community concerning citizen engagement with City government and establishes the commitments, responsibilities and fundamental concepts of this relationship.

To ensure the continued success of the Charter, the City invited members of the Charter team to help develop an Engagement Charter Action Plan. This team of community members and staff is known as ChAT, the Charter Action Team.

The Engagement Charter Action Plan is the product of consultation with City staff. It aims to bring the Charter to life and to embed engagement into everyday practice at the City of Burlington.

Each section includes a heading, a statement from the Engagement Charter, and an Action List to help us achieve the future we are striving for.

Please make good use of your Charter Action Plan, and feel free to make notes in your copy. Enjoy the engagement journey. — The ChAT team.

*Steve Gloria Donna
Yvette Sean Angela
Michelle Kim John*

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IAP2 Public Participation Spectrum

The International Association for Public Participation has created a spectrum of participation that helps match the engagement objective with the related participation approach. Matching the approach to the objective helps ensure you meet the expectations of the community you are engaging.

	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 and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	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.	We will implement what you decide.
Example Tools	<ul style="list-style-type: none"> • Fact sheets • Websites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated decisions



Engagement is part of our everyday work





People with Passion



Passionate P2 practitioners

- Need to believe in P2
- Continuous improvement
- Resource for other departments
- Advocates for P2

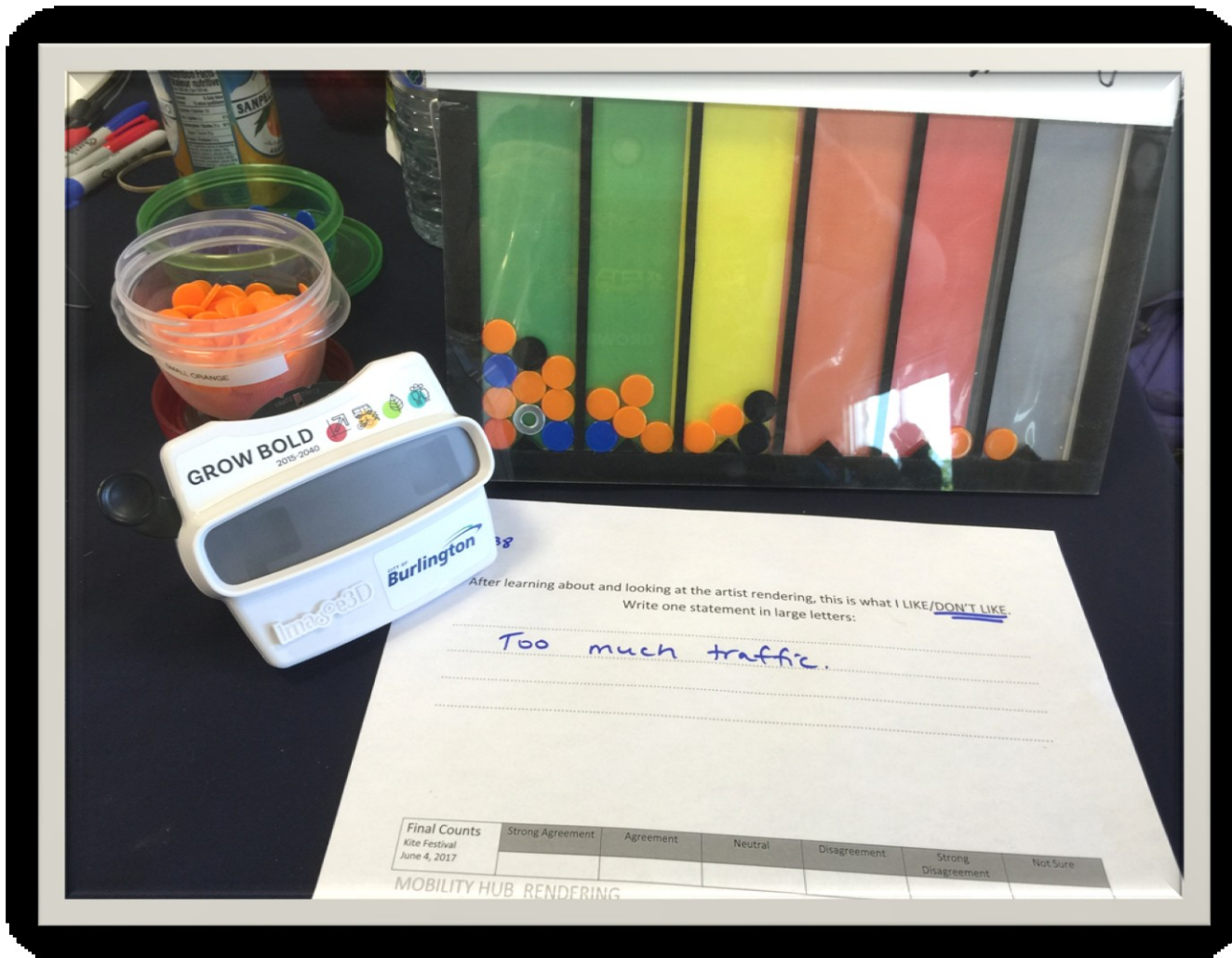




Engaging people where they are: Make it FUN!



THE NEW things



What we've learned



The journey continues....





Thank you.

