



COMMUNITY ENGAGEMENT STRATEGY – PUBLIC GUIDE



MUNICIPALITY OF THE COUNTY OF KINGS

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INTRODUCTION

- ▶ If you have ever spoke at a Council meeting, attended an information meeting, participated on a local committee, or responded to a survey, you have engaged with the County.
- ▶ This Community Engagement Strategy is based on research and input from Councillors, municipal staff, and members of the public. There was general agreement in interviews and surveys that community engagement should be about listening to citizens in a way that would impact decisions. This strategy was created to improve engagement in the County and ensure people have impact in the decisions that affect them.



PURPOSE

- ▶ The purpose of the strategy is to provide municipal staff the background materials and tools to improve community engagement in the County. While the document was written for municipal staff, we would like to make its contents easily accessible and open to members of the public. The strategy is intended to be a living document and so we will work to measure, evaluate and make adjustments based on your feedback.



DEFINITION

- ▶ We define Community engagement as a practice that helps governments make better decisions, save time and resources, and build stronger relationships. Community engagement is the process of connecting people through the use of participatory methods to encourage two-way dialogue and collaborative decision-making.



SCOPE AND LEGISLATION

- ▶ The scope of this strategy is activities undertaken by municipal staff or directed by Council that have public impact. There are a number of activities required by legislation such as notifications and public hearings on land use planning matters. Provincial legislation is subject to update and we intend to meet and exceed legislative requirements.

Activities required under the Municipal Government Act	- Public access to information shall be provided (FOIPOP)	Part 20
	- Council and committee meetings shall be open to the public.	s. 22
	- Property owners shall receive notice re: planning matters.	s. 206
	- Council shall study polling districts' in number and boundary every 8 years.	s. 369
	- Council shall adopt a public participation program re: adopting/amending planning documents.	s. 204, 205
Non-required activities	- Council may direct that a plebiscite be held.	s. 53
	- Council may establish planning, area, or advisory committees.	s. 24, 26, 200-1



LEVEL A – LOW IMPACT LOCAL

- ▶ **Level A engagement is anything that has a low of impact on a local area.** Level A will be considered for changes to facilities or services that occur only in a local area. Example: An upgrade to a local playground, local street improvement, or changes to an activity at a specific venue.
- ▶ **Staff is committed to inform or consult you about the issue.** We will provide you with unbiased information to understand the issue. In addition, we may seek your feedback on alternatives or decisions.
 - ▶ **Inform** >> advertisements in newspaper, website, mail outs, bulletin boards, tours
 - ▶ **Consult** >> focus group, online/telephone survey, open house, youth summit, public meeting



LEVEL B – LOW IMPACT MUNICIPAL

- ▶ **Level B engagement is anything that has a low impact on the whole Municipal area.** An example might be an upgrade to a municipal or regional facility, customer service process, a change to fees or fines, or a new municipal wide event.
- ▶ **Staff is committed to consult or involve you in the issue.** We will seek your feedback on alternatives or decisions. We also may work together directly to ensure your goals and concerns are considered.
 - ▶ **Consult >>** focus group, online/telephone survey, open house, youth summit, public meeting
 - ▶ **Involve >>** round table meeting, workshop, mapping exercise, design charrette



LEVEL C – HIGH IMPACT LOCAL

- ▶ **Level C engagement is anything that has a high impact on a local area.** An example might be a significant change or loss of a local facility or service, the development of a local park or trail, or site specific changes to municipal planning regulations.
- ▶ **Staff is committed to involve or collaborate with you on the issue.** We will work together directly to ensure your goals and concerns are considered. We may partner in developing recommendations, including identifying alternatives.
 - ▶ **Involve >>** round table meeting, workshop, mapping exercise, design charrette
 - ▶ **Collaborate >>** creation of a committee or working group



LEVEL D – HIGH IMPACT MUNICIPAL

- ▶ **Level D engagement is anything that has a high impact on the whole Municipal area.** An example would be the creation or amendment of municipal planning strategies, creation or changes to a municipal wide facility such as a skate park or trail, or changes to or impact on a lake or waterway.
 - ▶ **Staff is committed to collaborate with you or empower you in regards to the issue.** We will partner in developing recommendations, including identifying alternatives. We may place an aspect of final decision making in your hands.
 - ▶ **Collaborate >>** creation of a committee or working group
 - ▶ **Empower >>** plebiscite, youth council
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CHECKLIST

- ▶ The six core values established by this strategy will be followed throughout the engagement through these actions:
 - To provide spaces where all people are welcome and able to participate
 - To listen to and value all opinions and experiences
 - To clearly explain decisions and take responsibility for actions
 - To inform and educate each other about topics that affect our lives
 - To encourage open, two-way communication in order to facilitate thoughtful exchange of ideas
 - To communicate public information open and truthfully
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