



PUBLIC ENGAGEMENT FRAMEWORK

Worksheets

October 3, 2017





PUBLIC ENGAGEMENT PLAN WORKSHEET – Worksheets help guide City employees through the development and implementation of public engagement.

PROJECT NAME

PROJECT NAME	
Identify the project/areas of the project for which public input is being sought.	
Identify the decisions that the public can influence with input.	
Time frame for overall project	
Time frame for engagement	
Identify any legal requirements	
Budget	
Technical constraints	
Employees responsible for initiative/project	
Departments needed to support the engagement	
Departments affected by the outcomes	
Are there other City projects that will be affected by this engagement?	
Identify the time frame(s) for the other initiatives/projects.	

PROJECT NAME		
Participants (check with x)	<input type="checkbox"/>	General public
	<input type="checkbox"/>	Landowners, residents and resident associations
	<input type="checkbox"/>	Community and neighbourhood organizations/associations/steering committees
	<input type="checkbox"/>	Businesses and business associations
	<input type="checkbox"/>	Sports and recreation groups
	<input type="checkbox"/>	Health organizations and associations
	<input type="checkbox"/>	Cultural/arts groups and organizations
	<input type="checkbox"/>	Professional associations
	<input type="checkbox"/>	Environmental groups
	<input type="checkbox"/>	Social Services not-for-profit organizations
	<input type="checkbox"/>	Charities and service clubs
	<input type="checkbox"/>	Agencies, boards, commissions
	<input type="checkbox"/>	Other municipalities
	<input type="checkbox"/>	Provincial government
	<input type="checkbox"/>	Federal government
	<input type="checkbox"/>	School boards and local boards
	<input type="checkbox"/>	Student organizations
	<input type="checkbox"/>	Institutions
	<input type="checkbox"/>	Council
	<input type="checkbox"/>	City advisory committees
	<input type="checkbox"/>	City boards
	<input type="checkbox"/>	Not-for-profit organizations
	<input type="checkbox"/>	Special interest groups
	<input type="checkbox"/>	Faith-based groups
	<input type="checkbox"/>	Indigenous peoples
	<input type="checkbox"/>	Youth
	<input type="checkbox"/>	Labour organizations
	<input type="checkbox"/>	Other participants

Based on the participants, different engagement techniques may be required. Identify the potential impact for participants.

Level of engagement

The following questions will help determine the level of public engagement that should be applied to your initiative, project, program or policy.

Questions	Low	Moderate	High
What level of impact will the public input have on the outcome of the recommendation and/or decision?			
Potential to impact City services (programs, policies, buildings, locations etc.).			
What is the legally required level of public engagement?			
What level of impact or risk will the initiative/project have for a neighbourhood or the broader community?			
What is the level of controversy expected?			
How critical is public buy-in for this initiative/project?			
What are the resources required (human, financial and time) for the public engagement process?			

Impact	Low	Moderate	High
Project type	<input type="checkbox"/> Standard/routine	<input type="checkbox"/> Unique/pilot project	<input type="checkbox"/> Multiple phases/new program or initiative
Project time frame	<input type="checkbox"/> Three months to a year	<input type="checkbox"/> One to three years	<input type="checkbox"/> Three plus years
Community impact	<input type="checkbox"/> Fewer than two organizations or groups of participants	<input type="checkbox"/> Three to 10 organizations or groups of participants	<input type="checkbox"/> 10 + organizations or groups of participants
Internal impact	<input type="checkbox"/> Within a department	<input type="checkbox"/> Multiple divisions within a department	<input type="checkbox"/> Multiple divisions across multiple departments

If most of the answers to the questions are:

Low to moderate: The level of engagement should primarily be **Inform and Consult**

Moderate to high: The level of engagement should primarily be **Involve and Collaborate**

The level of engagement on an initiative, project, program or policy could be amended based on public input.

Engagement plan

Tool or tactic	Purpose	Audience	Timing	Lead	Notes/Status
Communication - INFORM	<p>Ensure the public is aware of the Public Engagement Plan and the opportunities to provide input.</p> <p>Communication actions:</p> <ul style="list-style-type: none"> ▪ Write communications plan ▪ Design and write all elements within communications plan ▪ Draft content for website and update ▪ Implement all elements within communications plan 				
Public engagement techniques/ level of engagement to be included	Based on the project this area will be expanded on to include the techniques to be used.				
Evaluate engagement technique	Where appropriate, evaluate the engagement technique.				
Reporting back	To report back to residents what was heard and how has it influenced a decision.				This will be posted on the project page and shared.
Evaluate	Evaluate engagement process using the evaluation form.				
Report to Council	Report back to committee and/or council. Include public engagement summary, summary of comments and verbatim comments.				

Public engagement tools and techniques

The following list of tools and techniques can be used for public engagement. In many cases, a combination may be used for the same initiative/project and will be determined in consultation with the communications and customer experience department.

The levels of engagement are based on the International Association for Public Participation.

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
Advertisements				
Paid advertising in newspapers, magazines, supplements, radio, television, etc. (i.e. <i>Kingston This Week, Kingston Whig Standard, Bell Media, K-Rock, CKWS, Kingston Life, Profile, etc.</i>).	For community-wide notice of information.	<p>Cost associated.</p> <p>Potentially reaches broad community.</p> <p>Required for legislated requirements.</p> <p>Dedicated readers, viewers.</p> <p>Available departmental resources.</p> <p>Lead time.</p>	<p>Voice of the City – City page runs in the <i>Whig</i> on Tuesdays. Cost associated.</p> <p>Legislated ads. Text only, no design.</p> <p>KTW City page runs on Thursdays. Free ads, designed ads, need to be booked in advance. Work with Communications Officer to develop.</p> <p>CKWS City show is on every Monday and is a paid spot with scripted content.</p>	INFORM
Website				
	All advertising and promotional materials should be linked to the website.	<p>All information needs to be located on the website.</p> <p>Makes information accessible anywhere at any time.</p> <p>Saves printing</p>	<p>Must be updated regularly.</p> <p>Ensure easily searchable.</p> <p>Write for the website.</p>	INFORM

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
		<p>and mailing costs.</p> <p>Large files or graphics can take a long time to download.</p> <p>Accessibility needs to be considered for various types of documents.</p> <p>Can provide additional information and links to additional information.</p>		
eNewsletter				
Electronic newsletter that promotes programs, services and decisions.	Notice of information.	<p>Cost associated.</p> <p>Need to have a subscriber list.</p>	Have a regular timeline established for the eNewsletter.	INFORM
Digital Information Network (DIN)				
Digital screens in City facilities to share information.	For notice of information.	City has screens in facilities that can be posted to raise awareness and inform the public.	<p>There are different screens maintained by different departments.</p> <p>Some screens in City facilities are third party.</p>	INFORM
Printed materials				
<p>Posters</p> <p>Brochures/Rack Cards</p> <p><i>Leisure Guide</i></p>	<p>To provide information to a large audience.</p> <p>Can be used as a handout.</p> <p>Consistent message.</p>	<p>Cost associated.</p> <p>Encourages written responses when comment form is enclosed.</p> <p>Only as good as</p>	<p>Graphically interesting.</p> <p>Could be used to explain the community role and how the comments received affected</p>	INFORM

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
Newspaper Inserts Mail drops Door hangers Tax bill insert Voice of the City tabloid (VOTC) Newsletter	Get message out quickly.	the mailing list/distribution network. Limited capability to communicate complicated concepts. Most of these are done at certain times of the year and have limited additional space. Long lead times on items such as the <i>Leisure Guide</i> , tax bill insert, VOTC, newsletter, etc.	decisions.	
Issues papers/fact sheets				
Provide information on a specific project or topic.	Get a message out quickly. To provide information to a large audience. Can be used as a handout. Consistent message.	Cost associated. Encourages written responses when comment form is enclosed.	Graphically interesting. Could be used to explain to the community their role and how the comments received affected decisions.	INFORM
Signs				
Various signs along roads, on transit and in key locations.	To provide information to a large audience. Can be used as a handout. Consistent message.	Cost associated. Could use the road signs or Engineering signs, transit signs, billboard signs, etc.		INFORM

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
	Get message out quickly.			
News release				
Basic information that the media can use to start to write a story.	To inform the media of a project or event or to make media aware or respond to an issue or event.	Makes media aware of project milestones. News release is often used directly in articles.	Work with communications officer to develop a news release. These can also be used to create interest for a feature story or article.	INFORM
Media briefing				
A meeting with media to provide information and answer questions on a complex topic.	At the beginning of large projects when there are complex topics to be discussed, it is helpful to have a media briefing to be able to provide information and answer questions.	This will help over the course of the project as the media's understanding of the complex topic will be deeper. Time is required to prepare for the media briefing. All parties who may have questions asked about the project need to be present.	Work with communications officer to establish a media briefing. About 1.5 hours per topic to ensure adequate time to answer questions. Briefing is led by the presentation. Handouts are appropriate. Questions are permitted throughout.	INFORM
News conference				
A verbal statement to inform or respond to an event or project.	To inform the media of an issue, project or event, or to make media aware or respond to an issue or event.	Opportunity to reach all media in one location. Limit use to truly news-worthy events.	Ensure all speakers have media training.	INFORM
Information repositories				
Where the community can access printed	To share general information or	For general or detailed information on a	Need to ensure that staff at locations where	INFORM

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
material such as libraries, City Hall, distribution centres, schools and other community facilities.	<p>large amounts of information (i.e. <i>Official Plan</i>, draft plans etc.).</p> <p>To make information accessible to those without online access.</p>	<p>topic.</p> <p>Information doesn't change often.</p> <p>Information can be signed out if it is a large document.</p>	<p>the information is located is aware of the materials.</p> <p>Keep a list of the items.</p> <p>Track the usage through a sign-in sheet.</p>	
Presentations				
Use of a video, Power Point or verbal presentation.	<p>A presentation is a method to provide information to citizens about a project.</p> <p>Builds relationships.</p>	<p>Time is needed to create presentation.</p> <p>Cost may be associated depending on the type of presentation.</p>	<p>Done at the beginning of a meeting.</p> <p>Uses plain language.</p> <p>Doesn't provide too much information.</p> <p>Keep the PowerPoint visual.</p> <p>Presentation should be short and simple.</p> <p>Allow time for questions.</p> <p>Post presentations online.</p>	INFORM
Email and/or SMS				
Used to contact stakeholders with information and to receive input.	Reach a wide defined audience quickly.	Time is needed to receive and respond to responses.	Need to ensure the stakeholder list is accurate and up to date. A listserv to get updated information.	INFORM CONSULT
Social Media/Digital Advertising				
Facebook, Twitter, blog, YouTube,	Reach a wide audience instantly.	Use social media to get the message out	Regular monitoring is essential.	INFORM CONSULT

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
LinkedIn	Generate interest and raise awareness.	about engagement. Try to direct to email or website for commenting through surveys or email. Additional digital advertising.		
Events				
Existing events with activities that draws attendance, where a booth/table/display could be set up.	Raise awareness and inform the public.	Cost associated. Attending events to share information, raise awareness and attract attention. Could receive feedback depending on the topic. Staffing, event and tools available.	Add fun elements. Ensure displays are attention getting and informative.	INFORM CONSULT INVOLVE
Pop -up events				
Have a booth set up in a public location or business where information can be provided and or comments can be received.	Allows an opportunity to catch a different audience.	Cost associated. Staff time is needed for this. Need to determine how to advertise to let residents know this is taking place.	Comment cards should be available as a take away or complete in person.	INFORM CONSULT INVOLVE
Dot stickers/comment sticky notes/parking lot for comments				
Dot stickers /comment sticky notes allow residents to participate	Raise awareness and inform the public.	Time needed to prepare the boards for the dot stickers/ comment sticky	Adds an interactive element to events, open house or meeting.	INFORM CONSULT

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
<p>during meetings or events.</p> <p>Parking lot for comments.</p>		<p>notes to be applied.</p> <p>Can use the feedback to guide the conversation.</p> <p>Staff/facilitator is needed.</p>	<p>Consider use of images – very helpful when offering visual options.</p> <p>Be clear about the objective of the stickers.</p> <p>Have a spot that comments can be made and posted for participants to see and consider later by the group.</p>	

Tours

<p>Provide tours for key stakeholders, elected officials, advisory group members and the media (i.e. walking tour, bus tour, boat tour, etc.).</p>	<p>To provide an opportunity to see a project site.</p>	<p>Opportunity to develop rapport with key stakeholders.</p> <p>Number of participants is limited by logistics.</p> <p>Potentially attractive to protestors.</p> <p>Plan to have enough staff available to prevent wandering, and if needed traffic control.</p>	<p>Clearly define the purpose and benefits before you decide to do it.</p> <p>Know how many participants can be accommodated.</p> <p>Plans for overflow or last minute attendees.</p> <p>Plan question/answer session.</p> <p>Demonstrations work better than presentations.</p> <p>Ensure accessibility and health and safety (i.e. personal protective equipment) is considered.</p>	<p>INFORM</p> <p>CONSULT</p> <p>INVOLVE</p> <p>COLLABORATE</p>
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Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
			Disorganized tour can lead to upset participants.	
Open house				
<p>Use to provide information and receive community feedback on projects.</p> <p>Can include posters, exhibits or displays that people can view at their own pace.</p>	One-on-one communication	<p>Costs associated with creating visuals, booking some meeting locations.</p> <p>Staff resources needed.</p> <p>Difficult to document community input with verbal comments.</p> <p>Ask participants to write comments on comment sheets.</p>	<p>Staff or consultant present to answer questions and receive verbal comments.</p> <p>Drop-in event allows flexibility for the community.</p> <p>Comment sheets are made available so attendees can provide comments.</p> <p>Encourage people to draw on maps, make comments on sticky notes to actively participate.</p> <p>Set up stations so that several people can view at once.</p> <p>Have someone at the door greeting and ensuring sign in and format of the open house.</p>	<p>INFORM</p> <p>CONSULT</p> <p>INVOLVE</p>
Public meeting/Town Hall/community meeting				
<p>An organized group meeting.</p> <p>Usually a presentation is made and the community has an opportunity to ask questions and provide</p>	<p>Attendees hear relevant information and have an open opportunity to ask questions and make comments.</p> <p>People learn</p>	<p>Cost associated.</p> <p>Staff resources needed.</p> <p>Public meetings may have legislated requirements.</p>	<p>Facilitators need to establish open and neutral environment for all views to be shared.</p> <p>Establish a time limit for comments up front.</p>	<p>CONSULT</p> <p>INVOLVE</p>

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
<p>comments.</p> <p>Community meetings are open to the community at large.</p>	<p>from other questions and comments.</p>		<p>If there are a lot of questions, consider taking all questions first then answering them.</p> <p>Must be well advertised.</p> <p>Legislated items will have specific timelines for advertising. Different facilitation techniques may be incorporated depending on the topic.</p>	
Feedback/comment forms				
<p>Forms can be received at open houses, meetings, pop ups or can be provided online.</p>	<p>Gather feedback or reaction to information presented on a topic, project or issue.</p>	<p>Cost associated.</p> <p>Provides input from those who would be unlikely to attend meetings.</p> <p>Provides a mechanism for expanding mailing list.</p> <p>Does not generate statistically valid results.</p> <p>Only as good as the mailing list.</p>	<p>Ensure names and postal codes are recorded on the comment sheets.</p> <p>Document results as part of community involvement record.</p> <p>Ensure MFIPPA is noted.</p>	<p>CONSULT</p> <p>INVOLVE</p>
Surveys/polls				
<p>Online or printed version of surveys or polls.</p>	<p>To poll opinions on specific questions</p>	<p>Provides input from individuals who would be unlikely to attend</p>	<p>Ensure MFIPPA is noted.</p> <p>Determine if you</p>	<p>INFORM</p> <p>CONSULT</p>

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
	<p>related to a project or an issue.</p> <p>Can reach a wider audience or an audience that cannot attend a meeting.</p> <p>Can identify patterns and expectations.</p>	<p>meetings.</p> <p>Provides input from cross-section of community, not just those on mailing list.</p> <p>May receive input from those not aware of a project.</p> <p>An opportunity to raise awareness.</p> <p>Higher response rate than other communication forms.</p> <p>Can be very labour intensive to look at all of the responses.</p> <p>Cannot control geographic reach of poll.</p> <p>Results can be easily skewed.</p>	<p>want to limit one response per email address – polls.</p> <p>Surveys – ensure postal code is required.</p>	<p>INVOLVE</p>
Focus groups				
<p>A small selected group of residents formed to test ideas, messages and gauge public opinion.</p> <p>Can also be used to obtain input on</p>	<p>More detailed information with targeted groups.</p> <p>People learn from other questions and comments.</p>	<p>Provides opportunity to test key messages prior to implementing program.</p> <p>Works best for select target audience.</p> <p>A large amount</p>	<p>Conduct at least two sessions for a given target.</p> <p>Facilitator should be used.</p> <p>Maximum of 10-12 people per focus group.</p>	<p>INFORM</p> <p>CONSULT</p> <p>INVOLVE</p> <p>COLLABORATE</p>

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
procedures and best practices.		of information provided in a short time.		
Committees/boards				
<p>A group of representative stakeholders assembled to provide input to the municipality.</p> <p>Established through the clerks department.</p>	To receive feedback from citizens who are active on the topic.	<p>Provides for detailed analysis for project issues.</p> <p>Advice from citizen members and other “experts” in that area.</p> <p>Residents gain understanding of other perspectives.</p> <p>General community may or may not embrace committee’s recommendations</p> <p>Consensus may not be achieved.</p> <p>Approval timeline will be longer.</p>	<p>Define roles and responsibilities up front.</p> <p>Be forthcoming with information.</p> <p>Third party facilitation.</p> <p>Be aware of all existing committees and boards (list available through clerks department) and ensure the appropriate ones are consulted (contact staff liaison of committee or board for further assistance).</p> <p>Meetings are open to the public.</p>	<p>INFORM</p> <p>CONSULT</p> <p>INVOLVE</p> <p>COLLABORATE</p> <p>EMPOWER</p>
orking groups				
<p>Working groups bring together selected people with a range of perspectives on a topic.</p> <p>Specific to a project.</p>	Discuss and assess general issues of importance, determine priorities and establish preferences for general procedures and terms of reference.	<p>Establish the working group early.</p> <p>Part of the planning process.</p> <p>Cross section of perspectives.</p>	<p>Define roles and responsibilities up front.</p> <p>Small and informal, usually not more than 10 people.</p> <p>It should bring together a cross-section of perspectives.</p>	<p>INFORM</p> <p>CONSULT</p> <p>INVOLVE</p> <p>COLLABORATE</p> <p>EMPOWER</p>

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
	<p>Can address technical issues including analysis and information gathering.</p> <p>People learn from other questions and comments.</p>		<p>The facilitator or chair must be perceived as neutral.</p> <p>Clerk's office responsible for committee appointment.</p>	
Task Force				
<p>Group of experts or representative stakeholders formed to develop a specific recommendation.</p>	<p>Brings together targeted audience to regularly provide feedback for a project.</p>	<p>Opportunity for compromise.</p> <p>Consensus may not be achieved.</p> <p>Time and labour intensive.</p> <p>Cost associated.</p>	<p>Define roles and responsibilities up front.</p> <p>Clerk's office responsible for committee appointment.</p>	<p>INFORM</p> <p>CONSULT</p> <p>INVOLVE</p> <p>COLLABORATE</p> <p>EMPOWER</p>
Workshops				
<p>An informal session.</p> <p>May include a presentation and exhibits.</p> <p>Interactive working groups.</p> <p>Usually sign up is required to know how many people are attending.</p>	<p>Provides active discussion on a topic and allows group to develop a collaborative solution.</p> <p>People learn from other questions and comments.</p>	<p>Costs associated.</p> <p>Lead time is needed for planning and sign up.</p> <p>Staff resources needed.</p> <p>Facilitators for small-groups may be needed for note taking and keeping on topic.</p> <p>Team members can assist with complex questions.</p>	<p>Know how you plan to use community input before the workshop and communicate the plan at the beginning of the session.</p> <p>Meet with small-group facilitators in advance to ensure all are facilitating in the same way and answer all questions in advance.</p> <p>Provide small-group facilitators with handout</p>	<p>INFORM</p> <p>CONSULT</p> <p>INVOLVE</p> <p>COLLABORATE</p> <p>EMPOWER</p>

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
		<p>Builds credibility with citizens.</p> <p>Fosters community ownership in solving the problem.</p>	<p>packages for consistency.</p> <p>Identify the desired outcomes and work backwards to develop the workshop.</p>	
Design Charettes				
<p>Intensive session where participants re-design project features.</p>	<p>Active involvement, idea generated, potential decision-making for a project.</p> <p>People learn from other questions and comments.</p>	<p>Costs associated.</p> <p>Joint problem solving.</p> <p>Creative thinking.</p>	<p>Need for new ideas.</p> <p>Define roles and responsibilities up front.</p> <p>Be clear about how the outcome/results will be used.</p>	<p>INFORM</p> <p>CONSULT</p> <p>INVOLVE</p> <p>COLLABORATE</p> <p>EMPOWER</p>
Citizen Juries				
<p>A randomly selected group of residents formed to examine an issue and provide input.</p>	<p>Provides a recommendation or may be empowered to make a decision.</p>	<p>Costs associated.</p> <p>A consensus decision is usually required.</p> <p>Time and resource intensive.</p> <p>Jury is informed by several perspectives.</p> <p>There is a process for deliberations and various processes to focus on different aspects.</p>	<p>This is topic specific.</p> <p>Once the decision or recommendation is made they are disbanded.</p> <p>10-15 randomly selected citizens.</p>	<p>COLLABORATE</p> <p>EMPOWER</p>

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
		<p>Usually a three to five-day process.</p> <p>A citizen jury report is presented as a recommendation (or decision).</p>		
World Cafes				
<p>Simultaneous conversations in response to predetermined questions.</p> <p>Participants change tables during the process and focus on identifying common ground in response to each question.</p>	<p>Active involvement, idea generated, potential decision-making for a project.</p> <p>People learn from other questions and comments.</p> <p>Fosters discussion.</p>	<p>Cost associated.</p> <p>Facilitators or staff for small-groups may be needed for note taking at each table.</p> <p>Preparation time is needed to prepare effective questions.</p>	<p>Room set-up is important. The room should feel conducive to a conversation and not as formal as the standard meeting format. Tables scattered around the room so that groups can discuss.</p> <p>Conversations often linger longer with ideas.</p>	<p>INVOLVE</p> <p>COLLABORATE</p>
Open Space				
<p>Surrounding a theme.</p> <p>Residents offer topics and can participate based on the topics they are interested in.</p>	<p>Have a theme or vision statement to generate topics.</p>	<p>Cost associated.</p> <p>Important issues could get lost.</p> <p>Can get various results.</p> <p>Includes an immediate summary of discussion.</p>	<p>Need flexible facilities to accommodate various groups.</p> <p>Set ground rules to ensure everyone is participating with the same understanding.</p>	<p>INVOLVE</p> <p>COLLABORATE</p>
Coffee Klatches				
<p>An informal setting where residents can discuss a topic with staff in a public location.</p>	<p>Having a conversation in a relaxed setting.</p>	<p>Cost associated.</p> <p>Staff time can be intensive.</p>	<p>Could be located in a coffee shop or in a person's home.</p>	<p>CONSULT</p>

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
Coffee Chats				
An informal setting where residents can discuss a topic with staff in a predetermined location in City facilities.	Allows residents that may feel intimidated in a large meeting format to provide feedback and receive information.	Cost associated. Advertising is needed for these. Could be done as a series of coffee chats.	Could be done as a sign up or drop in. Need to provide refreshments.	INFORM CONSULT
Interviews				
One-on-one meetings with stakeholders.	Allows in-depth discussion and information sharing. Provides a change to receive feedback from all stakeholders. Evaluate potential resident committee members using interview.	Considered for complex topics or topics that are not public yet. Consider interviews in advance of meetings to diffuse or understand strong points of view.	Setting up interviews and conducting interviews will need to be scheduled by staff/facilitators.	CONSULT INVOLVE
Conversation Circles				
A leaderless meeting to facilitate discussion on controversial topics.	Discussion difficult topics.	Cost associated. Four people are part of the conversation at any given time. Others are watching and move into the conversation, then one of the four participants move out.	Minimal required education or awareness in advance. Room set up is important. Someone is recording on flip charts the key comments discussed.	CONSULT INVOLVE COLLABORATE

Technique	Why use this technique?	Considerations	Notes about the technique	Level of engagement
Fishbowl				
A group of decision-makers go through a process or do their work in public.	Helps the public be able to see the process. People learn from other questions and comments.	Cost associated. Those watching the fishbowl discussion can be invited to move into the circle to share their reaction to the room.	Use them when trust is low.	CONSULT INVOLVE COLLABORATE
Deliberation				
Consideration and discussion of alternatives before making a decision.	When diverse opinions are present.	Cost associated.	Could be done online.	COLLABORATE
Voting				
An official choice made in an election or a meeting.	Make a decision on a topic. Could be done through a ballot, raise hands or other method.	Cost associated. Ensure voting process is valid. Staff time needed. Lead time is needed on voting to advertise. Follow up is needed.	Advertising to encourage voting is important. Ensure the objective is clear. Clearly define the outcomes. Communicate the outcome.	COLLABORATE EMPOWER

Make recommendations or decisions and share results

- There will be different types of reporting back forms depending on the project (i.e. parks final design, Official Plan, Zoning);
- Survey results – will be reported back;
- Reporting back documents will be posted on the website (below is an example of a reporting back template);
- This will be determined based on the project and amount of content; and
- The reporting back timeline and technique will be identified at the start of the engagement (i.e. summary template will be posted on the project page, shared with participants on the project list, by set date).

Reporting back template (If branded – include the branding)
Project name:
Meeting name type date time location
Weather
Number in attendance
A summary of what we heard.... <ul style="list-style-type: none">• Bullet points
Add photos and maps if available or appropriate
CityofKingston.ca/Link to project

Evaluate the engagement process

Evaluating the engagement process is important to providing input and being able to make adjustments to future engagement planning. Internal evaluations for the engagement process would be completed by City employees and reported back to the communications and customer experience department. External evaluations for the engagement process would be completed by participants on specified engagement activities.

Internal participants

This evaluation is to be completed at the end of an engagement phase:

Once you have completed the engagement phase, determine the effectiveness of the engagement by completing an evaluation. The project lead is the engagement lead and should complete this form. The communications and customer experience department needs to be made aware of the result to inform other projects and offer input if appropriate.

Project name	
Department	
Project lead	
Communications lead	
Types of engagement	

The engagement plan was followed. NO PARTIALLY YES

What was changed and why?

The issue was clearly identified before beginning. NO PARTIALLY YES

The process met the objective. NO PARTIALLY YES

Appropriate stakeholders were identified. NO PARTIALLY YES

Support from colleagues was evident. NO PARTIALLY YES

A variety of engagement techniques were considered for this project.
 NO PARTIALLY YES

A reporting technique was used for this project. NO PARTIALLY YES

What went well with the engagement? _____

Would you do it again? _____

What can be improved for next time? _____

Were there restrictions based on technology? _____

Were there restrictions based on the timing of the project? _____

Were there restrictions based on resources/budget? _____

Additional comments about the project engagement. _____

Engagement evaluation

This would be tailored for a specific project. This would be handed out or done electronically at a session. We may consider different evaluations for some projects.

This could be used for working groups/focus groups, etc.

External stakeholders

Once you have completed the engagement phase, it is important to determine the effectiveness of the engagement. Completing the evaluation helps the City make improvements for the future.

Name	
Email address	
Project name	
Engagement session	

How did you learn about the session?

Email News release Newspaper ad Webpage Friend Other

The location was appropriate. NO PARTIALLY YES

You felt listened to and heard. NO PARTIALLY YES

The facilitator was prepared. NO PARTIALLY YES

The information provided was useful. NO PARTIALLY YES

Was the purpose of your role clear from the beginning of the engagement process?

Do you feel you had an impact on the project? _____

Do you feel the information that you needed to be informed and to contribute was available?

If not, what was missing? _____

What was done well? _____

Is there anything that could be done differently to make improvements? _____

Additional comments _____
