A STRATEGIC FRAMEWORK FOR PUBLIC ENGAGEMENT

Six considerations for sponsoring your next public engagement initiative

WHAT IS THE TOPIC OF ENGAGEMENT?
- Why do we need to engage?
- What questions does the public want to address?
- What is on or off the table?
- What are the risks of not engaging?
- What criteria will we use to make a decision?

WHAT ARE WE TRYING TO ACHIEVE?
- Raising awareness & education
- Transforming conflicts
- Exploring ideas & information
- Contributing to decision-making
- Mobilizing collective action

HOW WILL OUR DECISIONS AFFECT COMMUNITIES?
- Who is affected?
- What is the degree of impact for each group?

Adapted from NCDD
Streams of Engagement: ncdd.org

Adapted from SPARC BC
Community Engagement Toolkit: sparc.bc.ca
WHAT LEVEL OF ENGAGEMENT ARE WE PROMISING THE PUBLIC? (IAP2)

<table>
<thead>
<tr>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
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</thead>
<tbody>
<tr>
<td>We will keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.</td>
<td>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.</td>
<td>We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.</td>
<td>We will implement what you decide.</td>
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WHAT IS THE REACH OF THIS ENGAGEMENT INITIATIVE?
- How far and wide should the reach of engagement be?
- What are the budget and timeline for engagement?

HOW WILL WE FOLLOW THROUGH?
- How will we report back on what we heard and how the public’s input was used in making a decision?
- How will we evaluate the engagement and report on the results of the evaluation?