

Engagement at The City

HOW IT WORKS

GET STARTED ···▶

when a project is initiated

Engage Tools & Resources:

- » ENGAGE STRATEGY
- » ENGAGE APPROVAL FORM
- >> ENGAGE BUDGET
- » ENGAGE PLAN

1

DO YOU NEED ENGAGEMENT?

ASSESS NEED FOR ENGAGEMENT:

- a. Go to myCity/engage
- b. Project manager and communicator complete and submit ENGAGE ASSESSMENT.
- Engage Resource Unit reviews and follows up with project contact (listed on ENGAGE ASSESSMENT) to discuss need for engagement.
- d. If engagement is needed, Engage lead coordinates intake with project team.

Engage Tools & Resources:

- >> myCity/engage
- » ENGAGE ASSESSMENT

2 DEVELOP A PLAN

DETERMINE THE ENGAGEMENT ROADMAP & BUDGET

- a. Proposed service level (hours & budget) determined by Engage.
- b. High-level ENGAGE STRATEGY & ENGAGE BUDGET proposed by Engage lead and agreed on by project team.
- c. Project lead sends ENGAGE STRATEGY, ENGAGE BUDGET and ENGAGE APPROVAL FORM to administration for approval.
- d. ENGAGE PLAN (includes work plan) developed by Engage lead in collaboration with project team.

Engage Tools & Resources:

- SENGAGE PORTAL/ ENGAGE BOARD TEMPLATE
- >> calgary.ca/engage

3 TELL THE STORY

CREATE CONTENT TO HELP INFORM & EDUCATE STAKEHOLDERS

- a. Engage lead and communicator collaborate to determine materials / collateral required to support engagement and produce materials.
- b. Content creation: Engage lead develops content that speaks to the engagement process within the ENGAGE PORTAL and/or ENGAGE BOARD TEMPLATE
- c. The communicator develops content that speaks to the project within the ENGAGE PORTAL and/or ENGAGE BOARD TEMPLATE
- d. **Production**: Engage lead coordinates launch of online tools (project team supports as assigned in work plan). Communicator leads creative production of engagement material (Engage lead supports as assigned.)

4 RAISE AWARENESS

PROMOTE OPPORTUNITIES FOR STAKEHOLDERS TO PARTICIPATE

 a. Communicator informs stakeholders of project and promotes in-person and online opportunities for stakeholders to provide input.

Engage Tools & Resources:

- » calgary.ca/engage
- » Engage Calendar

5

CONNECT

OPEN OPPORTUNITIES FOR STAKEHOLDERS TO PROVIDE INPUT

- Engage lead coordinates and manages in-person and online opportunities for stakeholders to provide input (as outlined in ENGAGE PLAN).
- b. Engage lead facilitates in-person sessions and monitors online discussions
- Project team provides responses to project questions at in-person sessions and for online discussions. Engage lead responsible for posting responses online.

Engage Tools & Resources:

>> In-person engagement

» Online engagement tools

techniques (facilitation guide)

6

REPORT BACK AND EVALUATE

LOOP BACK TO SHARE WHAT WAS HEARD AND WHAT WAS DONE WITH INPUT

- a. Engage lead summarizes What WE HEARD following engagement activities and shares findings with project team.
- b. Project team and Engage lead work together to outline how input will be used and next steps.
- c. Engage lead and project team produce and share a report back to stakeholders that outlines WHAT WE HEARD & WHAT WE DID.

Engage Tools & Resources:

WHAT WE HEARD & WHAT WE DID report



Engagement at The City

THE 5Ws OF ENGAGE

WHAT IS ENGAGEMENT? As defined at The City of Calgary, engagement is: purposeful dialogue between The City and citizens and stakeholders to gather information to influence decision making.

WHO IS RESPONSIBLE FOR CONDUCTING ENGAGEMENT AT THE CITY? The Engage

Resource Unit is responsible for delivering engagement on any operational or capital project across The Corporation.

WHEN DO YOU CONTACT THE ERU? The project manager along with the communicator ideally will contact the Engage Resource Unit as early as project kick-off. We ask that you fill out the Assessment Tool to first determine if engagement is required, submit to engage@calgary.ca and you will be assigned an engage lead to consult with you within 2 day(s).

WHAT DOES THE ERU OFFER YOUR PROJECT? The Engage Resource Unit offers a coordinated approach of public engagement-related services tailored to meet our clients, stakeholders' and citizen needs in today's ever-evolving engagement landscape. We not only help project teams navigate the ins and outs of public engagement but also offer facilitation, strategy development, logistical event support, and advise on how to work with Council.

AND FINALLY, WHY ENGAGE? Not only does The City have an Engage Policy in place that all capital and operational projects must adhere to, but by conducting engagement, Council and Administration recognize that important decisions are improved by engaging citizens and other stakeholder groups where appropriate.



"Work collaboratively with [the ERU] to find solutions that work for you. They have the expertise, take advantage of it. And, at the end of the day, you still get to decide what works best for the project. It's really a win-win." —*Kristen Tuff, Calgary Awards project manager*

"Get involved in the Engage process early on. Figure out what level of engagement is required, and rely on the expertise of the ERU staff to guide and deliver the process."

—David Kosior, NW Transit Review project manager



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