



December 18, 2017

**MEMORANDUM**

Purpose:      Action ☐      Information ☒

TO:            Chair and Executive Director

FROM:        Bonnie Riddell  
                Strategic Policy and Research Analyst

**SUBJECT:**   7<sup>th</sup> Annual Summit on Public Consultation & Engagement

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I attended the 7<sup>th</sup> Annual Summit on Public Consultation & Engagement in Toronto on December 5 to December 7, 2017.

The first day was a workshop titled: "Planning For Effective Consultation & Engagement" given by Karen Zypchyn who also wrote the White Paper entitled: "Challenges and Advancements in Evaluating Public Participation" and is available on the [IAP2 Canada](#), (International Association for Public Participation) website. Karen is the current Senior Communication Strategist for Regina and previously worked for the City of Edmonton developing their evaluation standards through the Council initiative on Public Engagement. She shared the "5-Minute Engagement Tool" at the workshop which helps focus any engagement plan to its purpose, outcomes, stakeholders and decision(s) that need to be made. I would recommend Ms. Zypchyn to help the EPC create a better engagement process and/or to do an evaluation of our public engagement efforts.

December 6<sup>th</sup> and 7<sup>th</sup> consisted of presentations delivered either as case studies or panel discussions. I have highlighted some of the key learnings from those sessions I found most useful and relevant to the EPC. Also note the following presentations have been made available in their entirety and can be located of the Edmonton Police Commission portal under EPC – Training and Presentations – 2017:

1. Keynote address: "Consultation & Engagement At Syncrude"
  - Have a duty to consult with First Nations and Metis stakeholders
  - Began by outlining Aboriginal relations goals
  - Lessons learned: relationships are key to building trust and understanding
  - Don't just show up when you want something
  - Aim to surpass consultation requirements
  - Be realistic in measuring progress – most often comes in modest increments

2. Spotlight: The Invictus Games – “From Insight to Empathy to Public Transformation”
  - Goal was brand building and public engagement through awareness and mining interest
  - Lessons learned: brand building can be a paragon for public engagement
  - Leverage insights to transform the message and measure the impact
  - Don’t fear change in tracing research – restarts are expected
3. Case Study: City of Summerside, PEI – “How To Successfully Engage Citizens While Enhancing Accountability and Transparency”
  - Initiated public consultation on budget that was not supported by Council
  - Lessons learned: start small, create goodwill, build on momentum
  - Have no pre-determined outcomes
  - Make people feel input is valued and report back
  - Hosting public sessions not enough – go to where the community is (functions/events)
4. Case Study: Bank of Canada – “Ensure the Success of your Consultation Process With Strong Strategic Plans”
5. Case Study: Shared Best Practises – “Consultation on the Federal Sustainable Development Strategy – Tips and Tricks”
6. Case Study: City of Hamilton – “Strategies for Inclusive Public Engagement to Build Trust With Your Stakeholders”
  - Created city’s new 25 year community vision
  - Takeaways: must have leadership buy-in, understand your community audience, must have collective ownership, use frequent progress reporting and continue success with ongoing engagement.
7. Interactive Session: Contentious Community Issues – “Hone Your Strategy for Engagement to Create Calm Outcomes”
  - Had to deal with mass community marches and protests in reaction to the revised Health & Physical Education curriculum
  - Lessons learned: reach out to key community communicators – both residents and applicable organizations
  - Communicate in a variety of ways to reach a broad audience (social media, focus groups, round tables, flyers, etc.)
  - Build a transparent public consultation process to build stakeholder trust and involve residents in local decision making
8. Case Study: City Of Vaughan – “Engage Your Employees With Innovative Methods to Improve Performance”
  - Trying to move towards a culture of service excellence and engage staff to boost employee morale
  - Key takeaways: leverage staffs’ insight and knowledge and taking the time to meaningfully consult and engage with staff generate dividends and enhanced trust

Regards,

Bonnie Riddell  
Strategic Policy & Research Analyst