

**PUBLIC ENGAGEMENT AT THE CITY OF EDMONTON**  
**SHARE YOUR VOICE SHAPE OUR CITY**

**Edmonton**

# **THE COUNCIL INITIATIVE ON PUBLIC ENGAGEMENT**

**PUBLIC ENGAGEMENT  
FRAMEWORK**



*The City of Edmonton's Public Engagement Framework is part of the City's overall commitment to open government – Edmonton as an Open City.*

*Edmonton is aspiring to fulfill its role as a preeminent global city: innovative, inclusive and engaged. Building such a city takes foresight, planning and active participation by its citizens. A great city is an open city.*

*An open city creates opportunity for diverse input and participation, inviting citizens to play a larger role in shaping their community and enabling social and economic growth.*

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## INTRODUCTION

*The City's Public Engagement Framework answers the question "How does the City of Edmonton carry out public engagement?"*

*The City's Public Engagement Policy is the foundation for the Framework. It describes when the policy applies, the role of decision makers, the importance of respectful and safe discussion and debate, the definition of public engagement, the public engagement spectrum, a vision and guiding principles for public engagement, and supporting activities for public engagement.*

*The City's Public Engagement Procedure directs Administration on how to initiate and execute the Policy through the Public Engagement Framework, describes the goals and outcomes for public engagement, and outlines the roles and responsibilities of departments and branches, administrative decision makers, project managers and staff, contractors, stakeholders, and members of the general public.*

A woman with dark hair, wearing a colorful patterned vest over a dark long-sleeved shirt, is speaking into a microphone. She is seated at a white table in a public engagement event. In the background, there is a yellow wall and other people seated at tables. A Tim Hortons cup is visible on the table in front of her.

**PUBLIC ENGAGEMENT**

# OUR PROMISE

**This is our city.**

We value your input on how we maintain, grow and build Edmonton.

We believe engagement leads to better decision making.

We are committed to reaching out to our diverse communities in thoughtful and meaningful ways.

We want to understand your perspectives and build trusting relationships with you.

We will show you how you help influence City decisions.

**Share your voice with us and shape our city.**

# DEFINITION AND PUBLIC ENGAGEMENT SPECTRUM

## DEFINITION OF PUBLIC ENGAGEMENT

Public engagement creates opportunities for people to contribute to decision making by City Council and Administration about the City’s policies, programs, projects, and services, and communicates how public input is collected and used.

This definition is not intended to replace the more common usage of the term “engagement,” which can refer to all the various ways of interacting with people such as community relations, communications, 311 interactions, etc. Rather, the term is used here to better align the expectations of City Council, City Administration and the public when it comes to the City’s “public engagement” activities.

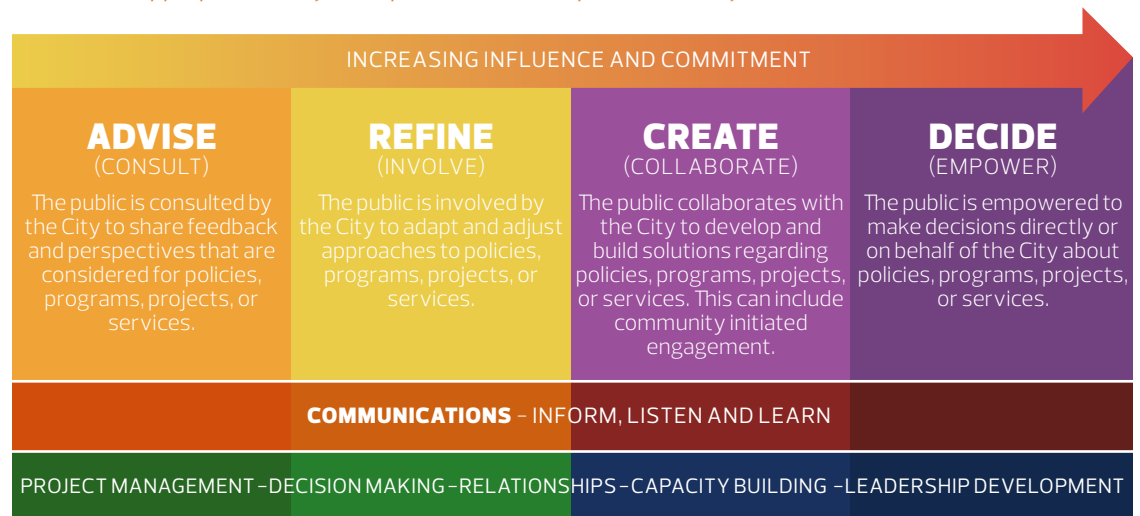
## PUBLIC ENGAGEMENT SPECTRUM

The Public Engagement Spectrum explains the four roles the public can play when they participate in City of Edmonton public engagement activities. It also indicates the City’s purpose for engaging them (in brackets). As you move within the spectrum, there is an increasing level of public influence and commitment from the City and the public.

The spectrum is used to facilitate the discussion about the appropriate influence of the public that occurs during the development of a Public Engagement Charter. It should also be used to explain the role of the public in various activities delivered through Public Engagement Plans (PEPs).

## PUBLIC ENGAGEMENT SPECTRUM

*What is the appropriate role for the public? Can we aspire to more influence and commitment?*



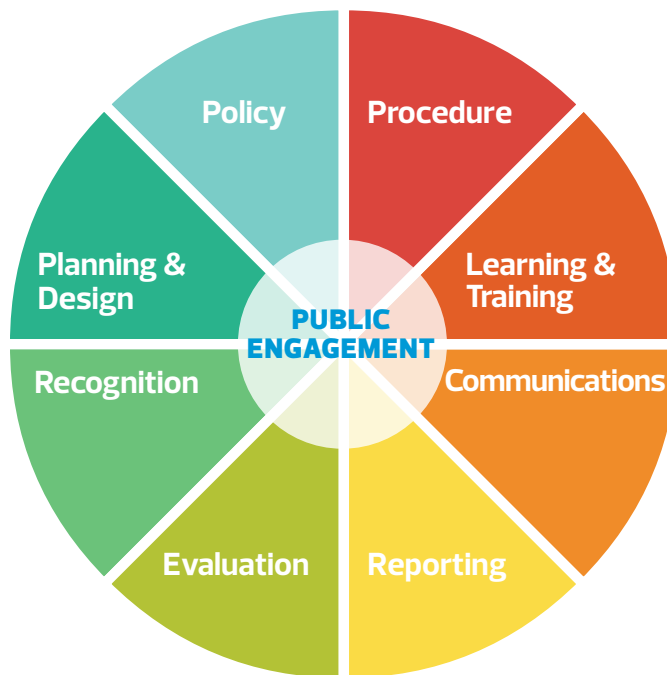
# ELEMENTS OF THE PUBLIC ENGAGEMENT FRAMEWORK

The Public Engagement Framework is made up of eight parts:

- Public Engagement Policy
- Public Engagement Procedure
- Public Engagement Learning and Training
- Public Engagement Planning and Design
- Public Engagement Communications
- Public Engagement Reporting
- Public Engagement Evaluation
- Public Engagement Recognition

The elements of this eight-part Framework are further described in the:

- Public Engagement Learning and Training Method
- Public Engagement Planning, Communications and Reporting Process
- Public Engagement Evaluation and Recognition Approach



## **APPLYING THE PUBLIC ENGAGEMENT FRAMEWORK**

*The City of Edmonton's Public Engagement Framework is championed by the Engagement Branch of the Communications and Engagement Department but its implementation and accountability are the responsibility of all City branches and departments that undertake public engagement. The Engagement Branch supports this work through leadership, advice, planning, training and evaluation.*

Furthermore, the public can play an important role planning for and implementing public engagement. They are critical for providing the right external context and checking City assumptions. Public engagement that is informed by, and sometimes planned with, or jointly created by the public can often be better public engagement.

Also, increasing awareness of the City's public engagement approach and activities respects the relationship the City has with all of its diverse citizens, supports inclusion, builds trust, and provides a good starting point for better engagement.

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