

HALIFAX

COMMUNITY ENGAGEMENT

Port Wallace Public Participation Committee
October 6, 2014

When you think of community engagement, what is the first thing that comes to mind?

HALIFAX

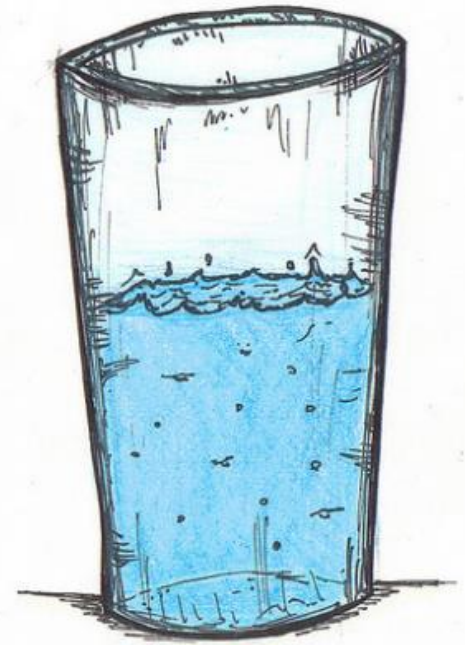
Community Engagement 101

What works? What doesn't work?

- The What & The Why
- Principles & Continuum of Engagement
- Process design
- Formats and tools for community design
- How to measure success
- Mapping out your stakeholders

The Glass Half Empty

- nothing will change
- decision has already been made
- delays
- special interests will dominate
- not qualified
- raising expectations
- unwarranted criticism
- lack of trust
- manipulation



HALF EMPTY

The Glass Half Full

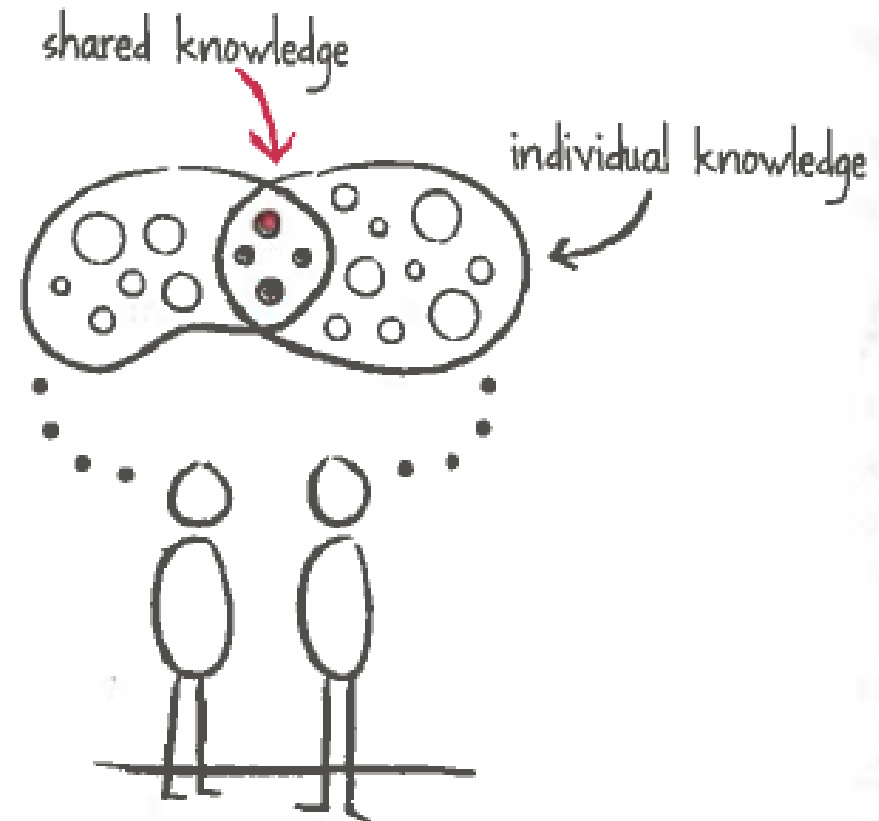
- part of democratic process
- creates awareness of needs/wishes/aspirations
- puts everyone's issues on the table
- builds relationships & understanding
- forum for diverse voices
- builds community support
- informed decisions = better outcomes
- lasting, creative solutions
- best proxy for “testing”



HALF FULL



My view of the world. It's eensy-weensy, really.

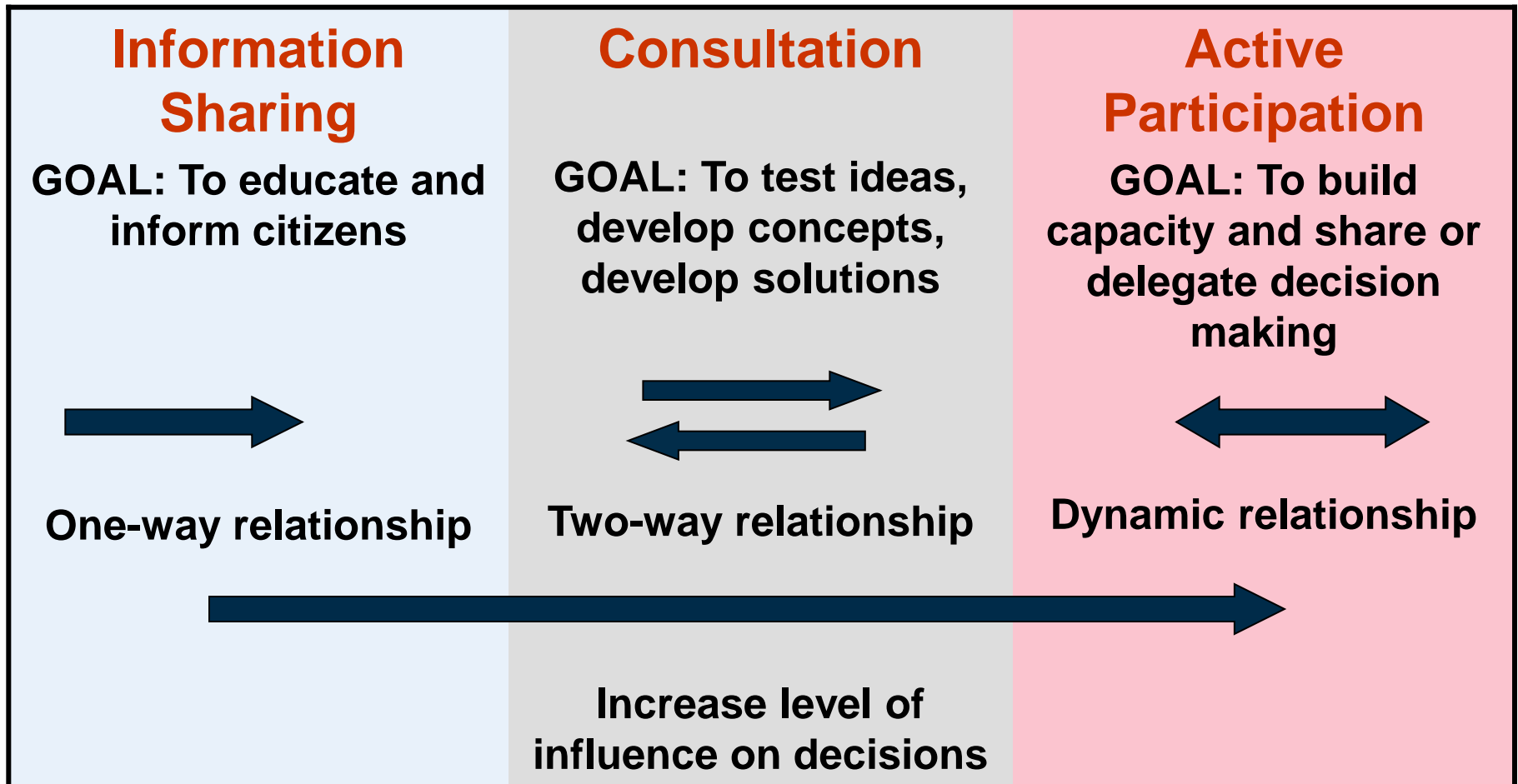


Source: Brown, S. 2014

What is community engagement?

- A collective process of working towards positive action / public good
- The practice of moving communities towards change
- Continuum of sharing of information, ideas, opinions and decision-making

Community Engagement Continuum



What values guide us?

- engagement is **valued**
- **purpose & process are clear**
- **everyone affected** can become involved
- **barriers** are recognized & reduced
- **range of opportunities** for involvement

What values guide us?

- **respect, fairness, transparency** of process
- **communication is clear and timely**
- process is adequately **resourced**
- public is **informed** of the **results**
- public can provide **feedback** on the process

Tools for sharing information

- Advertising
- Media articles
- Newsletters (e.g Councillor newsletters)
- Q&As
- Brochures, flyers, posters, post cards, fact sheets, issue papers
- Presentations
- Public displays
- Pop-ups / Storefronts
- Community fairs
- Open house sessions
- Web sites / Social media sites

Port Wallace Info Sharing Tools

- Project website
- Shape Your City Portal
- Kick-off meeting
- Q&A
- E-mail List – Citizens / Stakeholders
- Plan HRM Facebook page / twitter
- Advertising / Posters
- Mail-out
- Councillor Newsletters
- Others?



*Register to participate
online!*

Public invitation

HRM STADIUM CONSULTATION

GET IN THE GAME

Have your say on a potential stadium for HRM

Wednesday

**OCT.
12**

Halifax Forum
Maritime Hall
7:00 - 9:00 P.M.

Thursday

**OCT.
13**

Farrell Hall
276 Windmill Road
7:00 - 9:00 P.M.

Wednesday

**NOV.
16**

Halifax Forum
Maritime Hall
7:00 - 9:00 P.M.

Wednesday

**DEC.
7**


Farrell Hall
276 Windmill Road
7:00 - 9:00 P.M.

These public sessions are part of the Phase 2 Stadium Analysis approved by Halifax Regional Council to gather feedback and provide a detailed vision, preliminary design, possible site, and capital cost in order to ultimately decide whether or not to proceed to develop a stadium for the municipality.

PUBLIC ENGAGEMENT IS NOT A SPECTATOR SPORT

HRMStadium.ca

SHAPE YOUR CITY North Park Intersection Redesign
Intersections @ the Common



North Park Intersection Redesign Community

**Build Your
centre**

**COGSWELL
SHAKE-UP**



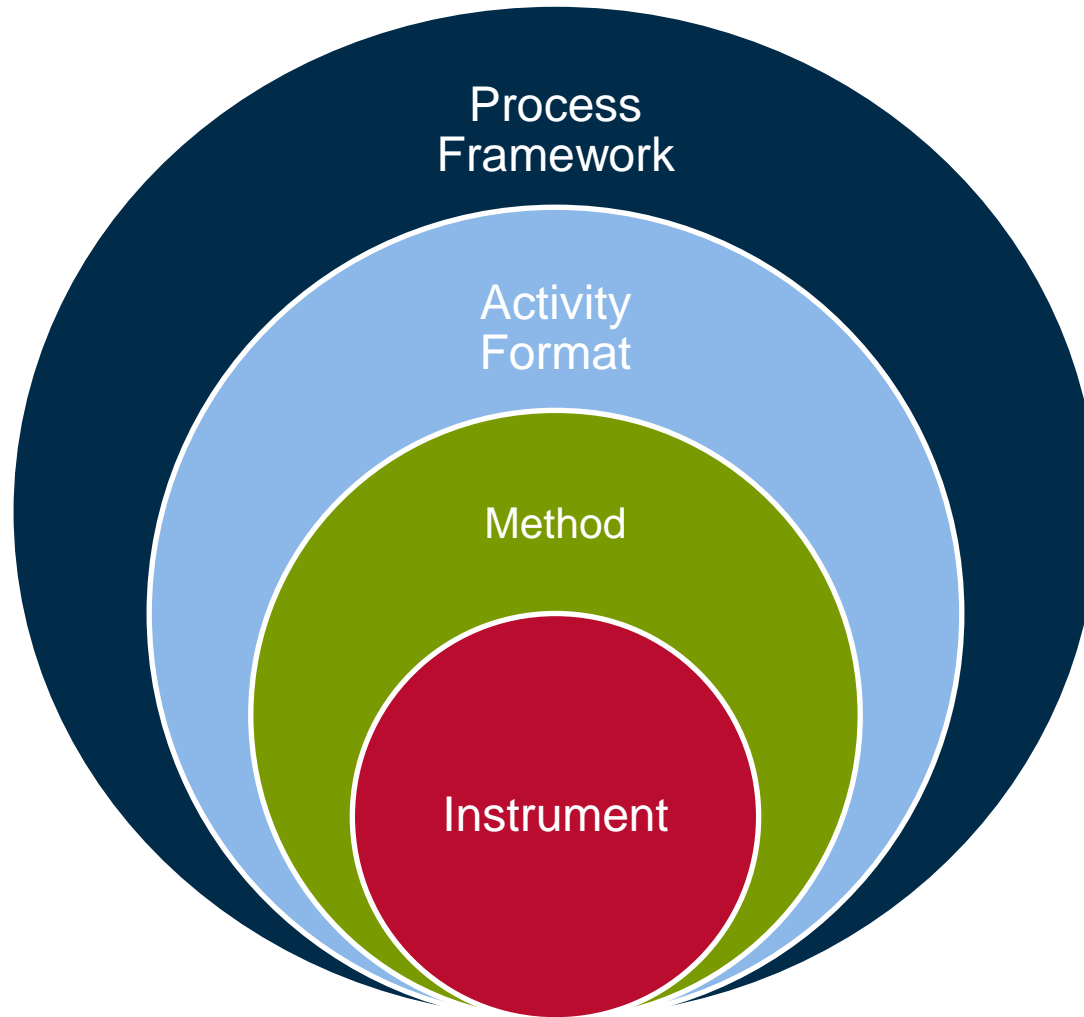
Winter Safety Operations Dartmouth Information Meeting

Monday, October 19, 2009
6:30 p.m. to 8:30 p.m.
Nantucket Room of the
Dartmouth Sportsplex

HRM invites you to an information session to learn more about winter safety operations for Dartmouth including snow removal, parking options and parking enforcement.

HALIFAX
REGIONAL MUNICIPALITY

PROCESS DESIGN



Process Design

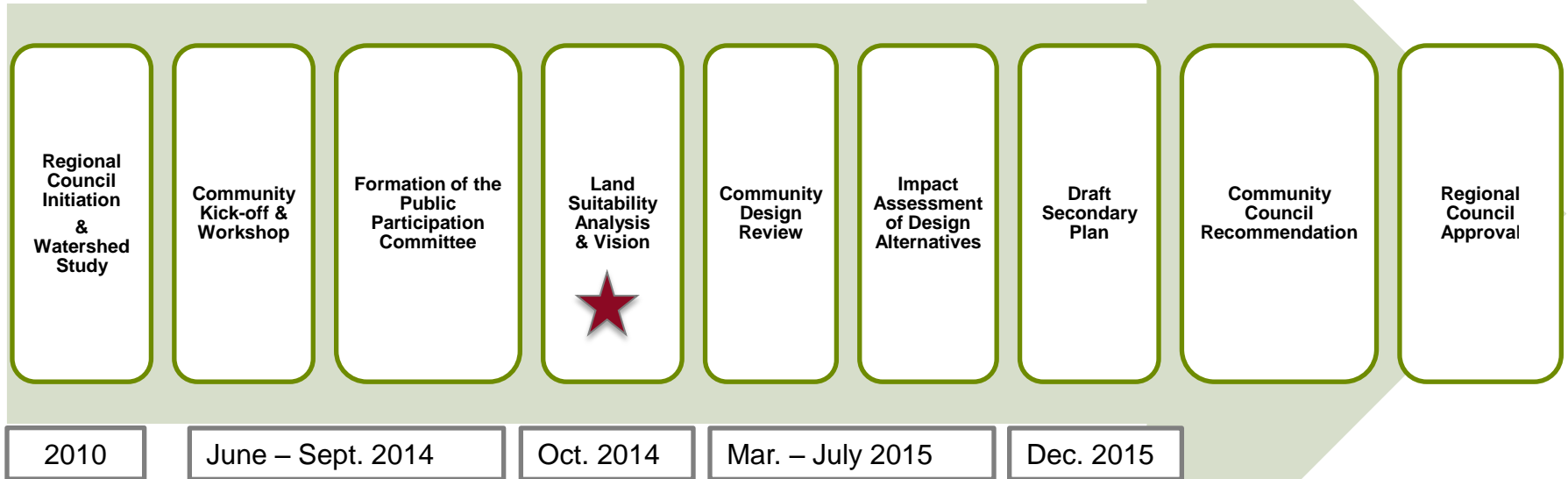
- **Framework:** overall context and purpose (e.g. initial exploration; goal-setting; design decision-making; evaluation)
- **Activity format:** the way the process is organized (e.g. workshop, charette, town hall)
- **Method:** How information is collected from community members (e.g. survey, comment form, e-forum)
- **Instrument:** a tool for information flow between community and planner/designer (map, recording sheets, GIS, cameras, game kits)


Process Cycle



HALIFAX

Port Wallace Community Planning Process



 We are here

1. Understanding overall project

- ☑ What is the decision to be made?
- ☑ Who will make the final decision?
- ☑ What is the scope of the project?
- ☑ Who are the stakeholders?

2. Defining purpose of public involvement

- ☑ Why would you involve the public in the discussion?
- ☑ What do the decision makers need to assist them in the decision?
- ☑ **What specific information are you seeking from the public?**
- ☑ Where is the process on the continuum?
Why?

3. Clarifying commitment

- ☑ How will the information gathered be used?
- ☑ How will the information be used in the decision making process?
- ☑ How will the process reflect Halifax's commitments & standards of practice?
- ☑ What other principles, values or commitments need to be considered?

4. Process details

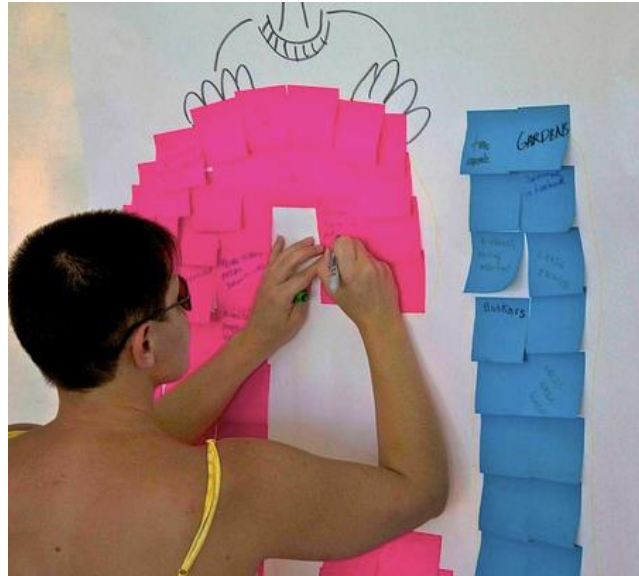
- ☑ Project scoping – what are timelines/key decision making points?
- ☑ Who are the stakeholders?
- ☑ How will the process be resourced?
- ☑ What methods and tools will be used?
- ☑ How will you communicate?
- ☑ How will you evaluate the process?
- ☑ How will you track/respond to comments?

5. On logistics

- ☑ Is the space accessible, safe and welcoming?
- ☑ Can it accommodate the people and the process?
- ☑ Is everyone participating?
- ☑ Does everything feel seamless?

Activity Formats

(Charettes, Workshops, Focus Groups, Town Halls, Tours, Open Houses, Open Space Technology)



SHAPE YOUR
CITY
get engaged!



Methods/Tools for Exploration

- Awareness walks
- Awareness Camera Activity
- Timelines
- Asset Maps
- Open Houses
- Surveys
- E-Forums
- Interviews
- Focus Groups
- Pop-ups



Penhorn/Woodlawn Awareness Walk

Methods/Tools for Goal Setting

- Likes/Dislikes Analysis
- I have/I Wish Poems
- PARK Analysis
(preserve/add/remove/keep out)
- Interviews
- Focus Groups
- Open Houses
- Dotmocracy



Methods/Tools for Strategy Planning

- Facilitated discussions
- Large-format sheets for recording
- Interviews
- Focus Groups
- Open Houses
- Polls
- Expert panels
- Citizen juries
- Open space technology

GOAL:
STRATEGIES:
1.
2.
3.

Methods/Tools for Physical Planning

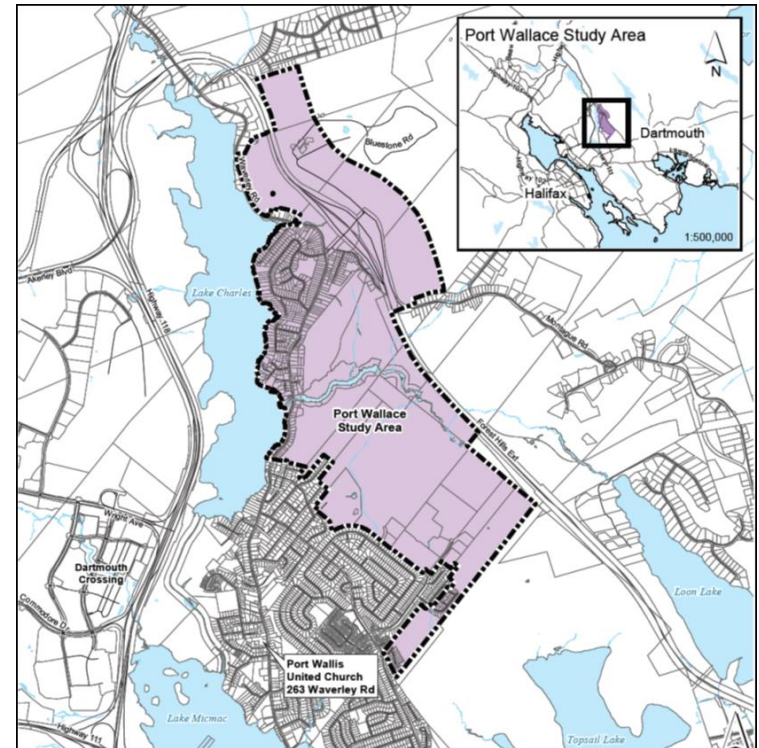
- “Image of Life”
- Planning games
- Design games
- Alternative concepts
- 3D Models
- Visual preference surveys
- Dotmocracy
- On-line surveys
- Pop-up storefront/van etc



IDENTIFYING STAKEHOLDERS

Considerations

- Geographic boundaries
- Scope of consultation (e.g. environmental, cultural, transportation etc)
- History of the area
- Potential impact of the decision (either positive or negative)



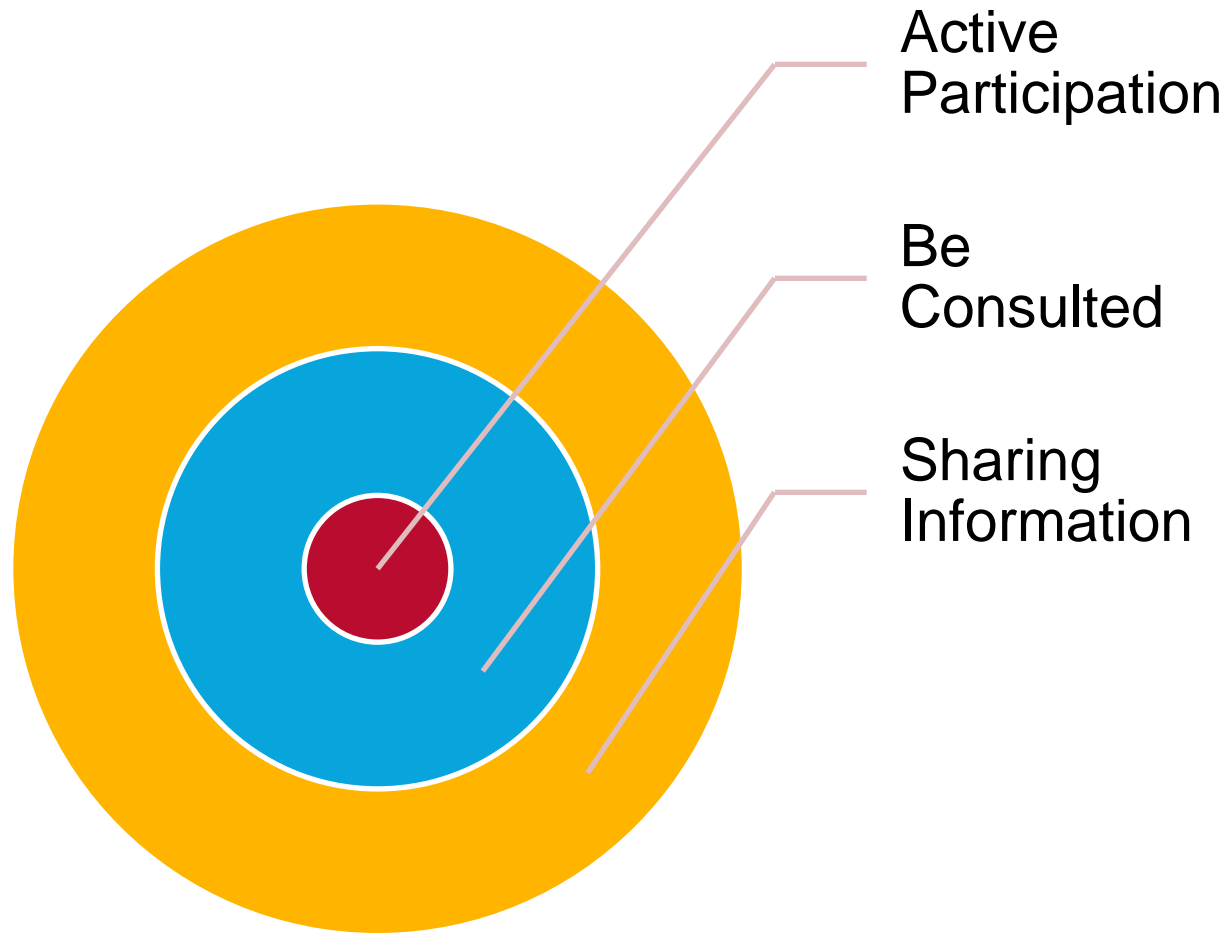
Potential categories

- Elected officials
- Residents – longer-term/new
- Interest and advocacy groups
- Educational institutions
- Groups typically excluded
- Property owners & renters
- Developers
- Business and professional associations
- Senior groups
- Media

Specific participants

- In each category, who specifically might want to be involved?
- What issues would they be interested in?
- How will you communicate with this stakeholder?

Stakeholder Sphere of Interest



FINAL TIPS

1. Planning for engagement upfront will save you time in the end – pay now or pay more later.

“Involve me early and I’m your partner, involve me late and I’m your critic.”

-author unknown



2.

**Form should follow function -
define the purpose before
jumping into techniques.**

**Test your process before going
public.**



3.

Don't assume you know the answers.

What worked last time may not work now.



4.

Ensure the public involvement process aligns with the scope and impact of the overall project.



5.

Use plain language and simple diagrams – eliminate technical jargons and acronyms



6.

To achieve diverse participation

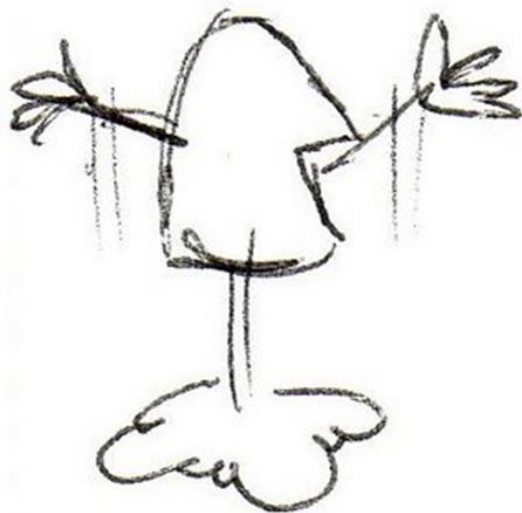
- **reach out to where people are**
- **adapt your approach**
- **develop relationships**



7.

**Avoid being the content/
technical “expert” and the
facilitator at same time.**

**Questions drive the process –
take the time to develop clear,
solution-oriented questions**



8.

Measure success by the degree of participation not by the number of participants.



Group Activity

Create a Stakeholder List for the Port Wallace Project

Thank you!