

Re: Item No. 10.2

HALIFAX

Community Engagement Strategy 2024

May 7, 2024

Purpose

The revised Community Engagement Strategy (CES) aims to:

- provide a corporate framework for the effective delivery of public engagement efforts
- enhance the municipality's diversity and inclusion goals
- reflect industry standards
- develop processes to effectively address the rapidly changing environment of public engagement

1

Project background

- Community Safety
- D&I/ANSAIO
- Government Relations & External Affairs
- Halifax Transit
- Parks & Recreation
- Planning & Development
- Property, Fleet & Environment
- Public Works
- Halifax Water
- Halifax Public Libraries

Project background

The revised CES has been informed by:

- internal engagement with employees, Mayor and Regional Council and 70 municipal senior leaders, summarized in a *What We Heard Report* (Appendix C);
- a jurisdictional scan of seven Canadian municipalities (Appendix D);

Project background

The revised CES has been informed by:

- the municipality's previous [Community Engagement Strategy \(2008\)](#);
- the [2023 Planning & Development Public Engagement Guidebook](#); and
- the [Diversity & Inclusion Framework](#) and supporting corporate strategies, frameworks and action plans that provide guidance on engaging with diverse communities. ⁴

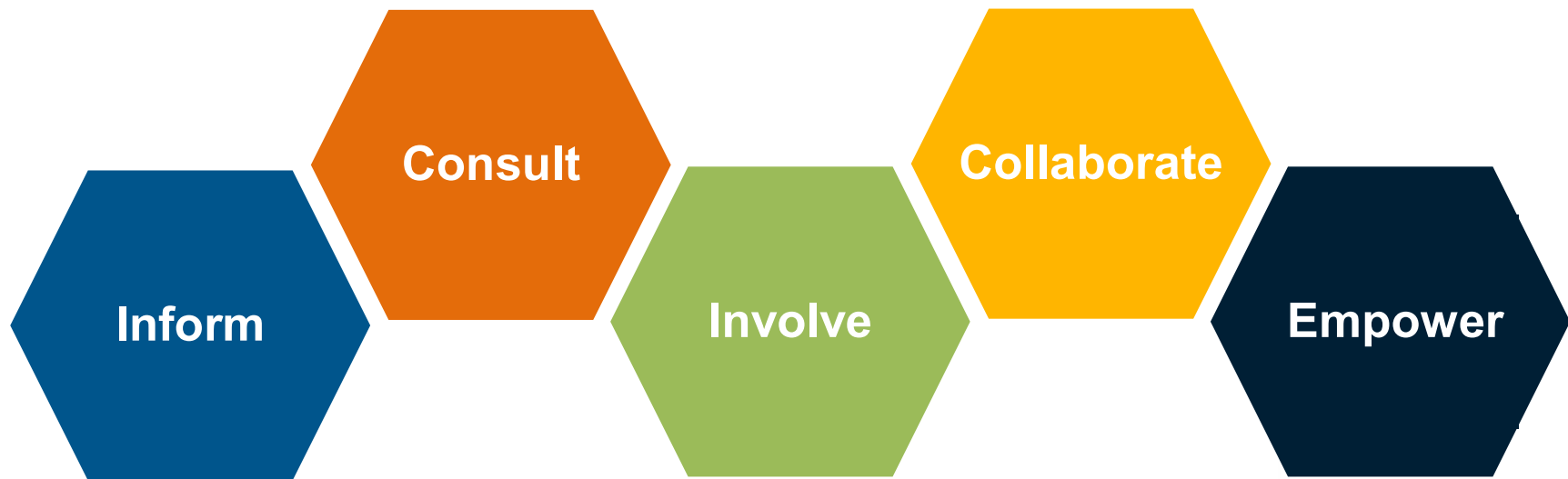
Key insights from internal engagement

- Consistent guidelines and practices
- Dedicated, trained engagement staff
- Organizational engagement calendar and repository of data
- Strategies for equitable and inclusive engagement
- Transparency and trust
- Online vs. in-person sessions
- Community partnership

Guiding principles

- Transparency
- Accessibility and inclusion
- Trust and respect
- Timely and clear communication
- Continuous learning

IAP2 Spectrum of Engagement



Steps for community engagement

1. Assess the need for and purpose of community engagement
2. Identify who is impacted and familiarize yourself with the communities
3. Design a tailored engagement plan
4. Identify and address barriers to participation

Steps for community engagement

5. Design engagement activities
6. Deliver engagement
7. Review, analyze and report feedback
8. Evaluate engagement

Strategy implementation

- **Phase 1:** Build on existing community engagement practices and establish consistent standards

Phase 1 implementation

1. Maintain community engagement capacity and establish Community Engagement Advisory Group
2. Continue to build community trust and partnerships
3. Refine and implement community engagement tools and resources

11

Strategy implementation

- **Phase 2:** Implement centralized community engagement model

Phase 2 implementation

1. Build organizational community engagement capacity
2. Enhance community trust and partnerships
3. Invest in community profiles research
4. Tools, resources and training



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