

Civic Engagement Framework

City Department:

Project:

Goal :

Overall project timeline:

Phase 1 Information (Organizing, gathering, understanding) 2 Develop and evaluate options 3 Recommendations 4 Implementation and maintenance

Key Principles:

- Meaningful Engagement
- Mutual Accountability
- Early Involvement
- Easy Participation
- Inclusiveness and Equity

Engagement Activities:

- Facilitated public meeting(s) with constructive exercises
- Public information gathering and research
- Community education (online and in-person)
- Extensive call for public participation (phone calls, door knocks, flyers, social networking)

Tools:

- Online engagement (surveys, feedback, social media publications/conversations)
- Mapping

Deliverables:

- (Prior to start) Community engagement strategy
- Preliminary report with project scope, timeline, expectations, costs, benefits, budget, etc.
- Concrete standards for moving on to each phase
- Community vision and community-identified issues and opportunities.

Key Principles:

- Sustained Collaboration
- Easy Participation
- Transparency
- Inclusiveness and Equity

Engagement Activities:

- Facilitated public meeting(s) with constructive exercises
- Public education about options, including presentation of best practices
- Research of options and externalities

Tools:

- Online engagement (surveys, feedback, social media publications/conversations)
- Focus groups with local stakeholders

Deliverables:

- Interim report with set of genuine options for achieving community vision. Will include process and criteria for decision making.

Key Principles:

- Transparency
- Easy Participation
- Sustained Collaboration
- Mutual Accountability
- Meaningful Engagement

Engagement Activities:

- Facilitated public meeting(s) with constructive exercises
- Presentation of final options and selection process; show "how we got here"
- Public testimony followed by consideration, revision and approval by public officials

Tools:

- Online engagement (surveys, feedback, etc.)
- Social media publications / conversations)
- Focus groups with local stakeholders.
- Public hearings

Deliverables:

- Report of evaluated options and selected recommendation. (Report will show how the community's input and other evaluation criteria guided the selection of a recommended approach. Proposed implementation plan and timeline.)

Key Principles:

- Transparency
- Meaningful Engagement
- Sustained Collaboration
- Mutual Accountability
- Evaluation

Engagement Activities:

- Offer site visits when applicable
- Evaluate implementation
- Designate a municipal "point person"
- Civic engagement based around specific implementation steps

Tools:

- Interactive implementation timeline
- Public notifications

Deliverables:

- Evaluation of the quality of the civic engagement that has occurred
- Regular progress reports published according to implementation timeline developed in the previous phase.