

Purpose:

- 1 To establish the foundation for meaningful and effective public participation.
- 2 To outline guidelines for The City of Red Deer's approach to the development and implementation of public participation processes.

Policy Statement(s):

- 3 Public participation supports decision-making processes related to City policies, projects, and services that have an impact on the public. They may be implemented in the following circumstances:
 - (1) To fulfill legislation or regulation requirements;
 - (2) To respond to requests initiated by the community, senior administration, or Council;
 - (3) To support new policy, project, or service implementation;
 - (4) To support existing policy, project, or service evaluation and change;
 - (5) To address potential impacts on the community, such as quality of life or the environment;
 - (6) To address issues associated with strong community views, concerns, or emotions.
- 4 City employees must adhere to the International Association of Public Participation (IAP2) Core Values and the City of Red Deer Public Engagement Principles for all public participation processes.
 - (1) IAP2's Core Values:
 - (a) Those affected by a decision have a right to be involved in the decision-making process.
 - (b) Promise that the public's contribution will influence the decision.
 - (c) Promote sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
 - (d) Seek out and facilitate the involvement of those potentially affected by or interested in a decision.
 - (e) Seek input from participants in designing how they participate.
 - (f) Provide participants with the information they need to participate in a meaningful way.
 - (g) Communicate to participants how their input affected decisions.
 - (2) The City of Red Deer's Public Engagement Principles:
 - (a) Participation is meaningful (the questions used are genuine and the input gathered impacts the policy, plan, program, design, or service in question).
 - (b) Participation is scoped and scaled appropriately to the issue's importance (or potential impacts), degree of potential conflict, and diversity of opinion it may engender.
 - (c) Participation is informed (framing of issues and sharing of research or facts, and options supports thoughtful contributions of all concerned).
 - (d) Participation starts early and continues throughout the process (input opportunities are integrated into all stages).
 - (e) Active outreach is undertaken to reach those most likely to be interested in or impacted by the initiative (communications and go to them approaches are key).

- (f) Diverse voices are heard and conflict is reduced (a range of tools helps to access a broad range of ideas and opinions).
 - (g) The process is transparent and communications-rich (sharing information/options, documenting input received, communicating results, decisions/actions).
- 5 City employees must use the Public Participation Spectrum, as adapted from IAP2's Spectrum, to determine the level of public participation appropriate for each project. Movement across the spectrum represents the increasing level of public influence on decision making and level of commitment from The City and the public.
- (1) **Consult:** To obtain public input and feedback to test concepts or options and/or clarify issues or expectations.
 - (2) **Involve:** To work directly with the public throughout the process to better understand each other's perspectives, concerns, and goals.
 - (3) **Collaborate:** To partner with the public in each aspect of the decision including the development of alternatives, recommendations, and preferred solutions.
 - (4) **Empower:** To delegate some or all aspects of decision making to the public.
 - (5) The Spectrum is divided into two zones: the Input Zone and the Engagement Zone.
 - (a) The **Input Zone** applies to routine or non-complex projects and collects information from the public through input or feedback based methods. (Consult)
 - (b) The **Engagement Zone** applies to projects that are more complex, high profile, or controversial and engages the public in conversation and dialogue focused methods. (Involve, Collaborate, Empower).

INPUT ZONE	ENGAGEMENT ZONE		
CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goals			
To obtain public input and feedback to test concepts or options and/or clarify issues or expectations.	To work directly with the public throughout the process to better understand each other's perspectives, concerns and goals.	To partner with the public in each aspect of the decision including the development of alternatives, recommendations and preferred solutions.	To delegate some or all aspects of decision making to the public.

- 6 Public input must be considered in the development of project/initiative recommendations and/or decisions.
- 7 City employees must follow the public participation procedure for all public participation processes.

- 8 City employees who lead public participation processes should be trained in IAP2 Foundations or have public participation experience that clearly demonstrates alignment with IAP2's core values.
- 9 All public participation processes that are led and/or facilitated by an external consultant require the involvement of a City public participation coordinator or delegate from Communications & Strategic Planning as an advisor to ensure the public participation policy and procedure are adhered to.

Definitions:

- 10 Public Participation: A process that supports the public's involvement and contributions to sustainable decisions.
- 11 Public Participation Lead: The individual responsible for the management and maintenance of a public participation plan.

References/Links:

- 1 GP-D-2.2 Community Relations and Public Participation
- 2 1104-CP Public Participation
- 3 Public Participation Framework
- 4 International Association of Public Participation

Scope/Application:

- 1 This policy applies to all City of Red Deer employees who plan and/or implement public participation processes.

Authority/Responsibility to Implement:

- 1 Supervisors and department managers are responsible for ensuring compliance with this policy and addressing non-compliance.
- 2 The Director of Communications & Strategic Planning is responsible for monitoring compliance with this policy, informing supervisors and department managers of non-compliance and ensuring policy updates as required.

Inquiries/Contact Person:

- 1 Director of Communications & Strategic Planning

Policy Monitoring and Evaluation:

I This policy will be reviewed every three years or earlier if necessary.

Document History:

Date:	Approved/Reviewed By:	Title:
Approved: January 17, 2019	"Craig Curtis"	"City Manager"