

## Community Consultation Guidelines

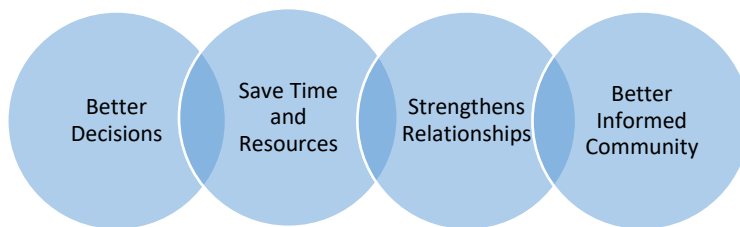
### Purpose:

The Town understands the importance of communication and engagement as part of the process of change. Planning, asset management, decision making, internal processes and more can all be influenced and better informed through community engagement. These guidelines can be used by all of the Town's departments including Community Development/ Recreation, Planning and Development and Public Works.

### Rationale:

Consultation and engagement are beneficial for the following reasons:

*Figure 1- Benefits of Engagement*



- **Better Decisions:** Making decisions where the full impact has been explored, evaluated and weighed is important to staff, council and members of the community.
- **Save Time and Resources:** Keeping lines of communication open and engaging in streamlined processes helps to use time and resources more efficiently.
- **Strengthens Relationships:** Involving all stakeholders creates stronger relationships with the community.
- **Better Informed Community:** Collaborating, involving and empowering our community's participation in the decision-making process leads to a better informed and engaged community where people want to live!

**Method of Engagement:**

The types of engagement efforts that inform the Town’s Consultation Guidelines are as follows:

Figure 2 - Types of Engagement (Municipality of the County of Kings, 2017)

<p><b>COMMUNICATION</b> – a crucial piece to any level of engagement. Ensure your message is clear and concise.</p>				
INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<p>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.</p> <p><b>Endeavour to:</b></p> <p>We will share the whole story so we all understand what matters.</p>	<p>To obtain public feedback on analysis, alternatives and/or decisions.</p> <p><b>Endeavour to:</b></p> <p>We will listen attentively so we understand your views when we make our decision.</p>	<p>To work directly with the public <u>throughout</u> the process to ensure that public concerns and aspirations are consistently understood and considered.</p> <p><b>Endeavour to:</b></p> <p>Bring your biggest concerns and your best ideas so we can find a way forward.</p>	<p>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</p> <p><b>Endeavour to:</b></p> <p>Let’s find solutions that work, all of us – together.</p>	<p>To place final decision making in the hands of the public.</p> <p><b>Endeavour to:</b></p> <p>The impacts affect you, you decide, we support you.</p>

**Methodology:**

The framework below helps guide the Town in decision making and engagement opportunities. The project type and stakeholder type shape the process via the method of engagement above.

Consultation Framework/ Methodology						
	Stakeholders / effected audiences					
		Staff interest only	Occasional use, i.e. Events/ seasonal spaces	Economic use	Intensive use	Intensive use and multi stakeholder
Project or Activity	Major Project	Involve	Consult	Collaborate	Collaborate	Collaborate
	Medium Project	Consult	Consult	Involve	Collaborate	Collaborate
	Small Project	Consult	Empower	Consult	Involve	Involve
	Minimal change project	Inform	Inform	Consult	Involve	Consult

**Definitions of Projects:**

**Major project** – completely disrupts community members lifestyle, i.e. project location relevant to community members homes, shut down of all/portions of parks, trails, buildings, open spaces, or active transportation routes.

**Medium Project** – significant disruptions in community members lifestyle, i.e. shut down of all/portions of parks, trails, buildings, open spaces, or active transportation routes.

**Small project** – minor disruptions in community members lifestyle, i.e. shut down all/portions of parks, trails, buildings, open spaces, or active transportation routes.

**Minimal change project** – little to no disruptions in community members lifestyle.