

BUILDING PUBLIC ENGAGEMENT

Public Engagement Summary

September 2019

Background

Building public engagement is part of building a stronger democracy, stronger communities, and a stronger Winnipeg.

The purpose of the Engage Winnipeg Policy is to guide engagement processes between the City of Winnipeg (City), the public, and stakeholders in order to offer consistent and meaningful engagement opportunities which support better decision making. The policy recognizes that decisions are improved by engaging the public.

Promotion

Public engagement opportunities were promoted using the following methods:

- City of Winnipeg website – launched May 16, 2019
- News release – May 16, 2019
- Facebook posts with over 21,000 followers - May 16 to June 3, 2019
- Twitter posts with over 90,000 followers - May 16 to June 3, 2019
- City of Winnipeg public engagement newsletter with over 5,300 recipients - May 23 and June 6, 2019
- Poster at library locations – posted May 20

Engagement

Winnipeggers had the opportunity to share their ideas for building engagement through an online survey, online idea forum, and public workshop. Participants discussed their experiences, their challenges with engagement, and how the City can do better to meet participants' needs and the needs of the community. A summary of engagement opportunities can be found in the table below:

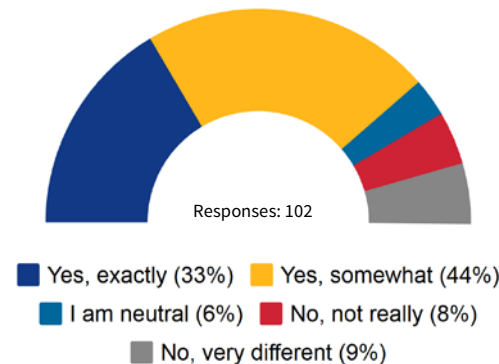
Date	Activity	Participation
May 16 to June 9, 2019	Online Survey	120 respondents
May 16 to June 9, 2019	Online Idea Forum	2 participants
May 30, 2019	Public Workshop	10 participants

Key Survey Findings

- The most common type of project that respondents got involved in was infrastructure design (71%) followed by long-term planning (55%)

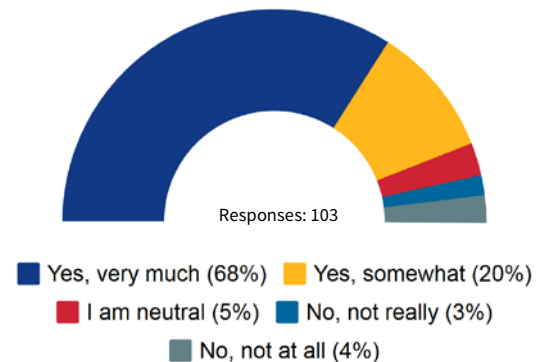
- The highest ranked barriers to getting involved were 1) not informed/didn't know, 2) lack of time/other commitments, and 3) lack of trust in the process
- Overall respondents' vision for engagement overlapped with the Engage Winnipeg Policy vision¹:

Does this vision¹ reflect how you see the future of engagement in Winnipeg?



- The top three suggestions respondents provided to improve the Engage Winnipeg Policy vision were to use more precise language (8), ensure all perspectives are represented (7), and recognise that community values differ from person to person (7)
- Overall respondents supported the purpose² of the Engage Winnipeg Policy:

Do you support this purpose²?



- The top concerns with the Engage Winnipeg Policy purpose was the level of stakeholder influence on projects (6) and not having diverse representation (3)

¹Draft Vision: A connected city that incorporates shared community values and knowledge to make better decisions.

²Draft Purpose: To guide engagement processes between the City of Winnipeg, the public, and stakeholders in order to offer consistent and meaningful engagement opportunities which support better decision making.

To learn more about the Building Public Engagement project, please visit winnipeg.ca/publicengagement

BUILDING PUBLIC ENGAGEMENT

Public Engagement Summary

September 2019

Respondents' top three suggestions for next steps to improve public engagement are:



Enhance notification (20)



Improve online engagement (10)



Increase opportunities to engage (7)

Key Workshop Findings

Participants noted that positive experiences with public engagement were characterized by:

- connecting with other residents and the project team
- seeing their input in the engagement report
- extending engagement timelines when necessary
- providing adequate information and visuals

Participants noted that negative experiences with public engagement were characterized by:

- input not being considered by decision-makers
- rationale for decisions not provided
- lack of clarity and trust around processes
- inadequate information in difficult to understand language

Participants then worked in groups to create visions for the future of public engagement. The visions can be found below:

“Early representative dialogue elicits meaningful input.”

“Engage neighbors, mutual trust, honest evidence.”

Keywords of note from the visions that provide insight into participants' desired direction for future engagement include early, representative, meaningful, trust and honest.



Image 1: Workshop participants work in groups to prepare visions for the future of public engagement in Winnipeg.

Participants shared the following suggestions to achieve the visions:

- Partner with existing groups and go to the public
- Enhance digital engagement tools and information
- Be open to change direction
- Strong notification of engagement opportunities

Participants shared the following challenges to achieving the visions:

- Exclusion (age, gender, income, etc.)
- Engagement fatigue
- Feeling that outcomes can't be influenced
- Polarization
- Complexity and breadth of interests
- Short timelines and lack of resources

To learn more about the Building Public Engagement project, please visit winnipeg.ca/publicengagement



BUILDING PUBLIC ENGAGEMENT

Public Engagement Summary

September 2019

How Input Was Considered

City Councillors, City departments, public engagement professionals, and the public were engaged on the Engage Winnipeg Policy. Below is a summary of changes that have been made to the policy to-date, based on input.

Policy Section	What We Heard	How it was Considered
Purpose	Improve clarity on what is improving decision making.	Original: support better decision making. Change to: support better <u>informed</u> decision making.
Vision	The word “connected” is too vague.	Original: A connected city that incorporates shared community values and knowledge to make better decisions. Change: “connected” removed
Vision	“Shared community values” is a challenging term and may be too difficult to reach. Recognizing diverse perspectives may be more appropriate.	Original: A connected city that incorporates shared community values and knowledge to make better decisions. Change: A city where meaningful engagement and recognition of diverse perspectives and knowledge contributes to better decision making.
When will the City engage?	Make language more specific to clarify when the City will engage.	Added “Public engagement” to each circumstance.
Definitions	Make clear that initiatives are included under the “project” term, including feasibility studies and decommissioning	Wording changed to reflect more inclusive types of initiatives.
Principles	“Collaboration” is also a level of engagement	“Collaboration” changed to “Knowledge and partnership seeking”.
Principles	The use of the term “participant” is unclear.	The term ‘participant’ was replaced or removed to improve clarity.
Types of Engagement	Remove reference to “levels of engagement” as this implies a hierarchy. Different levels are applied in different circumstances, rather than one being better than another.	“Levels of Engagement” changed to “Types of Engagement”.
Types of Engagement	‘Inform’ should be a separate type of engagement.	Although ‘inform’ is recognized on the IAP2 spectrum, the Policy defines public engagement as a process where the city collects input. Informing is a one-way communication effort by the City and is recognized as required for all types of engagement.
General	The policy is vague. Suggestions for specific changes.	The public engagement framework will serve as the ‘how to’ document with regards to applying the general foundation set out in the Policy.

Next Steps

Input collected from the public will help shape the draft Engage Winnipeg Policy. The policy will be presented to Council for review and approval in fall 2019. An engagement framework will be developed subject to Council approval of the policy. The framework will define the steps to achieve the principles and vision set out in the policy. The City will be meeting with groups and communities throughout the development of the framework to learn how public engagement can better meet their needs.

Appendices

Appendix A – Promotional Poster
Appendix B – Online Survey Results
Appendix C – Online Idea Forum Results
Appendix D – Public Workshop Results

To learn more about the Building Public Engagement project, please visit winnipeg.ca/publicengagement



BUILDING PUBLIC ENGAGEMENT

Public Engagement Summary

September 2019

To learn more about the Building Public Engagement project,
please visit winnipeg.ca/publicengagement

