



Public Engagement Strategy

FCA General Meeting - April 17, 2024

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Public Engagement: Agenda

- Public Information and Media Relations
- Civic Engagement at the City of Ottawa
- Public Engagement Strategy
 - Guiding Principles
 - Public Engagement Cycle
- Public Engagement Channels
- Engage Ottawa
- Next Steps
- FCA initial feedback

Public Information and Media Relations

Public Engagement Responsibilities

- Custodian of the Public Engagement Strategy
 - Guidance and support on implementation of strategy
 - Public Engagement Training
 - Tool and Resource development
- Social Media Communications and Engagement (Corporate)
- Engage Ottawa management and support

Individual consultations and engagements are led by department
that leads the project

Civic Engagement

Public engagement

- Input occurs before development of staff recommendations or decisions
- Broad public
- Occasionally specific demographics

Partner engagement

- Input occurs before development of staff recommendations or decisions
- Specific partners
- Smaller groups
- Representative of a larger population
- Can be experts in the field
- Can be part of public engagement

Legislative engagement

- Input on staff recommendations and into committee decisions
- Public delegations at Standing Committees
- Direct to members of council

First Nations Engagement



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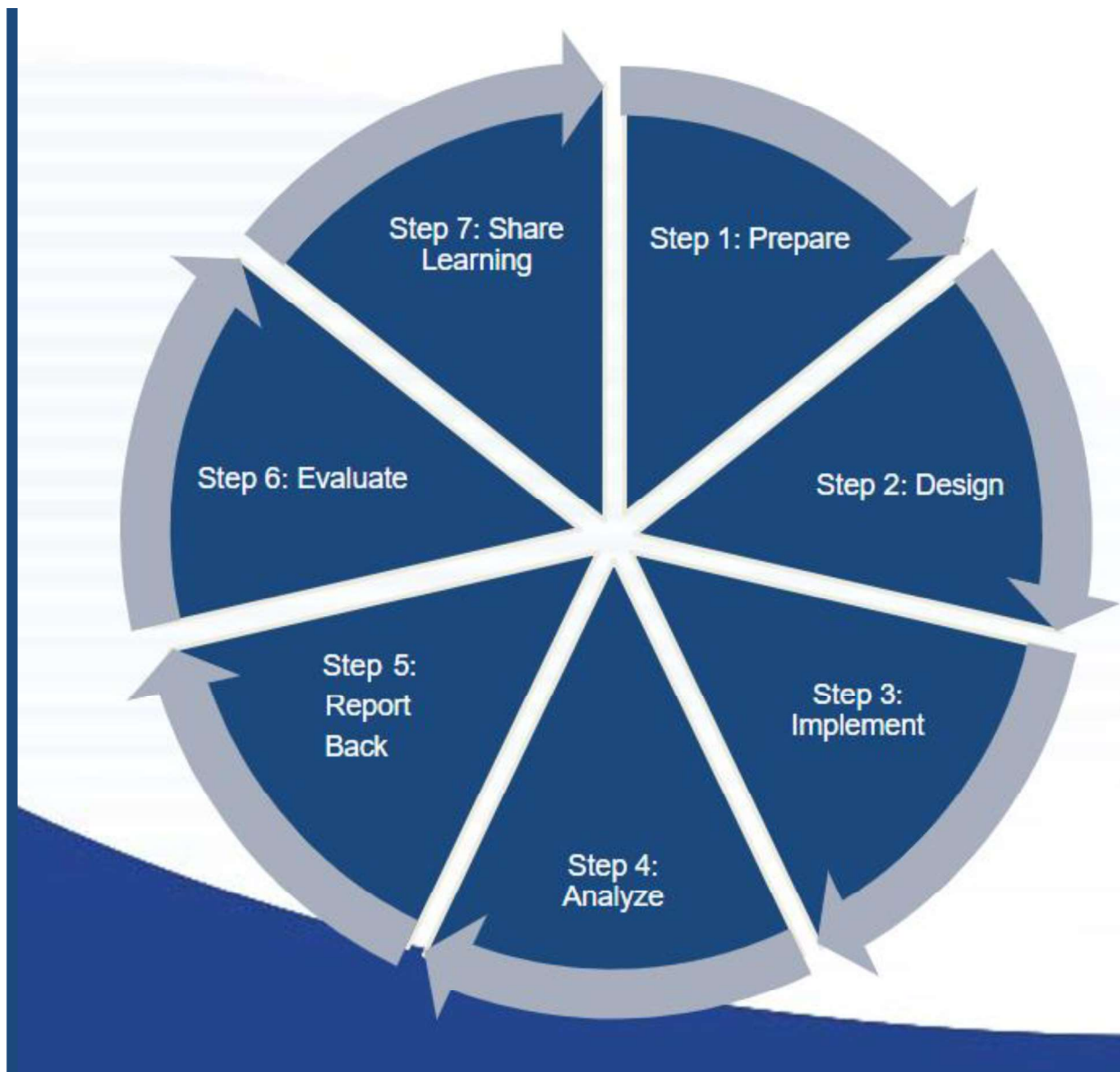
Public Engagement Strategy

Implemented in December 2013, the City Council-approved Public Engagement Strategy sets out the approach for conducting public engagement activities at the City of Ottawa.

Guiding Principles

- Accountable
- Inclusive and Equitable
- Open, informative and transparent
- Continuously improving
- Timely
- Adaptive
- Cooperative
- Follow-up

Public Engagement Cycle



Step 1: Prepare

- Define the issue, decision, purpose and desired outcomes of your engagement activity
- Establish a public engagement team, if applicable
- Determine the appropriate level of engagement to achieve your desired outcomes
- Identify where on the Public Engagement Spectrum the engagement will be

Step 2: Design

- Analyse and assess potential Audience(s)
- Develop Questions
- Identify Engagement Techniques
- Develop Project Plan
- Develop Documents – Considerations include Bilingualism, Accessibility, MFIPPA, etc.
- Develop Communications Plan
- Develop Risk Assessment (staffing, budget, external parties)
- Receive Final Approval

Step 2: Design

- **The Inclusive Public Engagement Guidelines**
 - Outlines various methods of inclusive engagement
 - Provides instruction on resources and tools necessary to make engagement inclusive
 - Identifies service providers, such as for ASL, LSQ and Braille
 - Also identifies partners within communities, including FCA

Step 3: Implement

- Tools and Resources
- Assess Readiness
 - We can confirm the decision or the end result has not been made and that there is a purpose for the public engagement process.
 - We know what information decision makers are looking for and how they will use it.
 - We are able to provide the public with advanced notice of the engagement activities.
 - We have allowed enough time to solicit input.
 - We have a clear understanding of what we need to know from the public.
 - We have a project budget and have identified the resources we need to host an effective process.
 - And more.

Step 4: Analyse

- Analyse all results of public feedback
- Prepare a findings report and other relevant documents for distribution
- Brief decision-makers and other internal stakeholders about the feedback results and next steps

Step 5: Report Back

- Report back to the public
 - What we heard
 - Next steps
- There are two possible report back times:
 - After the engagement activity is done, with a general summary of the public engagement findings
 - When the final decision has been reached

Channels of Public Engagement

- Direct to staff
 - Telephone
 - Email
- Digital
 - Engage Ottawa
 - Zoom, Microsoft Teams, etc.
- In-person
 - Tabletops, workshops, displays, etc.
 - Consultations, Town Halls
 - Coffee Chats
 - Focus Groups
- Hybrid

Examples of engagements are for examples and are not comprehensive.



engage.ottawa.ca

Your city, your ideas



[November 15, 2023](#)

**Your city, your ideas:
City of Ottawa Service
Reviews**

...

[View Project](#)



[November 15, 2023](#)

**A city that has
affordable housing
and is more liveable
for all**

[Ottawa ...](#)

[View Project](#)

Current Engagement Opportunities



[January 29, 2024](#)

**Review of special
event by-laws**

[Whether for celebration, recreation, or expression, special events bring us together.](#)

[Ot...](#)

[View Project](#)



[January 9, 2024](#)

**Kanata North
Nuisance Mosquito
Control Program**

[Overview](#)

[In 2016, the City of Ottawa contracted GDG Environment for a four-year trial period to...](#)

[View Project](#)



[January 3, 2024](#)

**Commemorative
Naming Policy Review**

[The City is requesting your feedback regarding a review of the current Commemorative Naming Po...](#)

[View Project](#)



2023

- There were more than 182,000 unique visitors to the platform
- There were more than 13,300 engagements on the platform
- There were 90 projects posted in 2023

Next Steps

Internal

- Launch and promote public engagement strategy training to City staff
- Undertake a review of the Public Engagement Strategy with a focus on Equity and Inclusion, including seeking feedback from practitioners in the organization
- Develop new tools, revise existing tools and clarify guidelines to improve consistency of engagement
- Identify and resolve gaps or barriers in the implementation of the strategy

Next Steps

External

- Engage with community partners, organizations, and groups on the topic of engagement, with a focus on equity deserving communities and those who may face additional barriers to engagement
- Launch a public engagement newsletter
- Improve the online engagement tool (based on feedback from the public) to make it easier for residents to engage online

Questions

- What are the biggest barriers for engaging with the City for you?
- If you could make one change to the Public Engagement Strategy or how it is implemented, what would it be and why?
- As we reach out to the public, what other organizations do you have in mind that you'd recommend we reach out to?