Community Engagement Framework

	Inform	Consult	Involve	Collaborate	Empower
Goal	To provide information and generate awareness to the public.	To obtain feedback on analysis, issues, alternatives and decisions that will inform the final outcome.	To work directly with the public throughout the process to ensure that public concerns consistently understood and considered.	Partner with stakeholders in all steps of the process, including the development of strategies and recommendations and the identification of preferred solutions.	Additional decision-making is placed in the hands of the public.
Promise	We will keep you informed by providing you with timely, accurate and accessible information.	We will listen and acknowledge your concerns and seek to listen to diverse perspectives.	We will work with you to ensure that your concerns are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation and incorporate this in decisions as much as possible.	Town staff are expected to implement what the public has decided
Conditions for Engagement	Decision has already been made. The Town has the control to make the decision and implement it and is not looking for feedback.	The Town has control to make the decision and implement it, but wants some feedback before making a final decision.	The Town has the control to make the decision and implement it but will include public feedback as a factor in the decision-making process.	The Town cannot make and implement a decision by itself. Shared decision making with other partner.	The public will generally participate in decision-making through a ballot process and within the context of the Municipal Act.
Example Techniques	• Fact sheets • Webpage • Open house • Notice Board • E-newsletter • Media release • Social media • Photo galleries • Registration forms • Meeting minutes • Phone • Site visit/tours • Live streaming • Council meeting/public meeting	• Public meeting • Survey • Focus group • Online consultation • Advisory Committee • Interviews • Social media listening • Social media Town Hall • Workshop • Door-to-door outreach • Comment boxes	• Workshop • Deliberative polling • Crowdsourcing • Community mapping (via online consultation) • Digital storytelling • Design charrette • Mind mapping • Citizen panels • Hackathon	• Advisory Committee • Participatory decision-making • Large group meetings • Document co-creation • Working group	• Ballot