



COUNCIL REQUEST FOR DECISION

MEETING DATE: March 11, 2024

SUBMITTED BY: Karen Yake, Manager, Communications and Marketing Advisory Services

PREPARED BY: Karen Yake, Manager, Communications and Marketing Advisory Services

REPORT TITLE: Update to Public Engagement Policy 11.00.29

EXECUTIVE SUMMARY

Communications and Marketing proposes updates to the City's Public Engagement Policy.

RECOMMENDATION

That Council approves the amended Public Engagement Policy as presented in the Council agenda report titled "Update to Public Engagement Policy No. 11.00.29" dated March 11, 2024.

COUNCIL HISTORY

The City's Public Engagement Policy was approved by Council in July 2018. The policy requires Administration to review it at least once every four years. An update to the policy was brought forward to Council in October 2023. At that time, Council requested a public engagement workshop, which took place in February 2024.

BACKGROUND / RATIONALE

As discussed during the workshop in February 2024, the Public Engagement Policy is the foundation to the City's public engagement system. Built upon it is the Public Engagement Framework and tools/resources that support engagement implementation. The goal is to create alignment in all three components so there is clarity and consistency for Administration, Council and members of the public. The recommended updates will create that alignment.

Summary of changes:

- Minor revisions to policy purpose.
- Removed guiding principles because they are outlined in the Framework.
- Updated definitions of Public Engagement, Public Engagement Framework and Public Engagement Plan to mirror Public Engagement Framework.
- Definition added for Public Engagement Spectrum.
- Minor revisions to Council and City Manager responsibilities.
- Minor revisions to Public Engagement Opportunities.

STRATEGIC / RELEVANT PLANS ALIGNMENT

- 2023-2026 Strategic Plan: Goal 1 A City Where People Want to Live: Strategy 1.1.1 Enhance citizen engagement to shape our community
- Public Engagement Framework



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ORGANIZATIONAL IMPLICATIONS

ADMINISTRATION:

Approval of the updated policy creates consistency with the Public Engagement Framework, and gives Administration clarity on definitions and responsibilities.

RISK ANALYSIS: FINANCIAL / LEGAL:

N/A

ALTERNATIVES:

1. Council directs Administration to make further amendments to Public Engagement Policy No. 11.00.29, as per Council's discussion at the March 11, 2024 Council Meeting, and present it to Council for consideration at a later date.
2. The policy remain as is, recognizing it is not in alignment with the Framework.

ATTACHMENTS

Public Engagement Policy 11.00.29 (revised version)

Public Engagement Framework