

Purpose

The purpose of the Engage Winnipeg Policy is 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. The policy recognizes that decisions are improved by engaging residents.

Vision

A connected city that incorporates shared community values and knowledge to make better decisions.

When will the City engage?

Public engagement will be undertaken on projects that:

1. were initiated by a Council directive;
2. include a legislated requirement for engagement;
3. were directed by the Director of Customer Service and Communications or;
4. were approved in the capital budget*.

*For capital projects approved in the capital budget, public engagement is conducted when the public's input will help define or influence the final outcome.

Meaningful engagement requires time and resources. Timelines and resources available for each project will influence the approach towards engagement and the techniques used to engage. Engagement should only occur once a portion of the project budget is dedicated to engagement and the project timeline is coordinated to allow adequate time for public input to be collected, considered, and incorporated before key steps in the project.

Principles of Engagement

Public engagement is dependent on the following principles and although each plays a critical role, all principles are interconnected and should be applied together to ensure meaningful public engagement and achievement of the public engagement vision. Public engagement should strive to be reflective of the following principles:

Accountability - Provides insight on how input was considered and incorporated. If input was not incorporated, rationale is provided as to why.

Communication - Provide information so stakeholders and the public can engage meaningfully, related to key decisions. Effective communication is often an integral part of public participation, but is not engagement in itself.

Evaluation - Assesses performance in meeting engagement principles to strive towards learning from outcomes and moving towards advancement, improvement, and innovation.

Inclusivity - Seeks involvement from all those affected. Stakeholders may be engaged for more detailed, focused discussions and the broader public is involved to ensure the process is open to all. Where barriers to inclusive engagement exist, barriers are reduced to the greatest degree possible.

Knowledge and partnership seeking - Recognizes community-based knowledge and experience as a valuable component in decision-making and seeks dialogue with those who hold that knowledge and experience. Seeks opportunities to partner with community and stakeholder groups when possible to further reach the potential for meaningful involvement.

Representation - Those affected by decisions should be included in the process. Particular attention should be paid to ensuring involvement of those who experience barriers to participation.

Timeliness - Involves the public as early as possible to provide the greatest opportunity for feedback to influence the project direction and final outcomes.

Transparency - Participants are provided with the information needed to meaningfully engage and understand the project and decision making processes. Participants are provided with regular updates.

Trust - Seeks to build relationships through consistent application and reflection of all other principles of engagement.

Types of Engagement

The type of engagement must align with the level of public influence on the decision and with the techniques, resources, and time available to undertake engagement. The type of engagement may change at different stages in the project. Consult has the least amount of public influence, and moves to empower, with the greatest amount of public influence.

Informing the public is required for all levels of engagement to ensure participants are aware of and knowledgeable about the project and can provide informed input. Informing the public is a critical component of any engagement process and must be included throughout the process and following decision making to ensure stakeholders and the public remain informed during and after the public engagement process has concluded.

<p>Consult - The public is engaged to share feedback and perspectives. The public is consulted when options are pre-determined.</p>	<p>Involve - The public is engaged to ensure concerns are understood and reflected. The public is involved to define options that are not yet well defined.</p>	<p>Collaborate - The public is engaged to develop and build solutions and identify the preferred solution. The public collaborates with the City to generate options.</p>	<p>Empower - The public is empowered to make decisions directly or on behalf of the City.</p>
--	--	--	--

Adapted from the [International Association for Public Participation spectrum of participation](#)

Responsibilities



PUBLIC

- Provide your lived experience
- Contribute knowledge of your community



CITY STAFF

- Determine level of engagement
- Manage and plan projects
- Report back on what was heard and how input was considered



ELECTED OFFICIALS

- Consider the public's views when making decisions



EVERYONE

- Participate in respectful dialogue