



## **Public & Stakeholder Engagement Requirements for conducting public engagement on behalf of the City of Winnipeg**

- 1.1 The Proponent shall develop communications and public engagement materials, including, but not limited to:
  - (a) website content, content for online opportunities for engagement;
  - (b) content for in-person opportunities for engagement;
  - (c) event promotion plans, email updates to stakeholders and the public;
  - (d) regular updates to web content; and
  - (e) content for multiple and varied methods of notification and promotion for upcoming engagement activities.
- 1.2 All materials shall be produced so they are easy for the public to understand (plain language content) and should avoid technical terms or jargon whenever possible. All materials must be reviewed for correct spelling, punctuation, and grammar before submission to the City.
- 1.3 The Proponent shall develop a comprehensive stakeholder list, along with contact information and will update and maintain the list throughout the Project, logging communications with stakeholders and members of the public.
- 1.4 All stakeholder lists, contact information, and correspondence with stakeholders and the public tracked by the Proponent and shall be provided to the Project Manager at the end of the Project. Stakeholder and public tracking logs and lists may be requested by the Project Manager during the Project.
- 1.5 The Proponent shall use City templates, where available, and branding for developing project materials.
- 1.6 The Proponent shall provide regular project updates to those who signed up for the Project contact list.
- 1.7 The Proponent shall digitize all information gathered at public engagement events in accessible, machine-readable format and shall compile and analyze the results using a consistent and systematic process for both qualitative and quantitative data.
- 1.8 Interim public engagement summaries, following each public engagement phase, shall be posted on the Project webpage, where applicable, so that stakeholders and participants can see how input and feedback has been considered and utilized.
- 1.9 The Proponent shall develop a method for evaluating public engagement following each phase and shall set targets based on those evaluation methods. If targets for engagement are not met, the Proponent shall present options for modification to the engagement plan.
- 1.10 All raw data including verbatim comments and scans of hard copy surveys shall be provided to the City at the end of the Project.
- 1.11 Final public engagement report that provides a record of promotion and communication activities, dates of events, attendance numbers, catalogues public input and Project response to it, summary of findings and detailed analysis of any feedback provided. The public engagement report will be posted publicly online. The public engagement report should be accompanied by a plain language summary. Reports should include, but are not limited to: a project background; a description of the public engagement methods including a detailed record of all promotions and communications as well as a description the public engagement events with attendance numbers and dates; cataloguing public input and project consideration/response to input; a summary of findings and results; lessons learned and next steps.



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1.12 Stakeholders shall include (but are not limited to):

- (i) City Council;
- (ii) City staff;
- (iii) Other levels of government;
- (iv) General public;
- (v) Social services agencies, advocacy groups, and other interest groups;
- (vi) Representatives of Indigenous communities.