



## CITY OF WINNIPEG PUBLIC ENGAGEMENT GUIDELINES

### Purpose:

To provide direction and minimum standards on how Public Engagement (PE) should be conducted in applicable City of Winnipeg projects. This will allow for consistency and transparency in how PE projects and events are delivered across City projects.

### Standards:

1. **Timelines for PE:** To ensure that enough time is allowed for due process, the following timelines are recommended, prior to an in-person event or PE process launch:

In-person Event	
2 weeks before	<ul style="list-style-type: none"> <li>• PE in-person events should be publicly promoted, which should include a News Release.</li> <li>• As much content as possible from the in-person events should be posted online at this time.</li> </ul>
4 weeks before	<ul style="list-style-type: none"> <li>• All material should be approved, for submission to the CAO/MO.</li> </ul>
6 weeks before	<ul style="list-style-type: none"> <li>• All material should be submitted for review to the Office of Public Engagement and Communications.</li> </ul>

PE Process Launch	
Day of	<ul style="list-style-type: none"> <li>• PE process launch should be publicly promoted through a News Release, emails, etc.</li> <li>• As much content as possible from PE process should be posted online at this time.</li> </ul>
2 weeks before	<ul style="list-style-type: none"> <li>• All material should be approved, for submission to the CAO/MO.</li> </ul>
4 weeks before	<ul style="list-style-type: none"> <li>• All material should be submitted for review to the Office of Public Engagement and Communications.</li> </ul>

2. **When to conduct PE:** In order to avoid any potential criticism about when an in-person event is held, there are certain periods of time that should be avoided:
  - a. PE should not be conducted during the summer months (from the last week or two of June to the Labour Day in September); Statutory Holidays; December/Christmas break; or during Spring Break.
  - b. PE should generally be avoided during the week of Statutory Holidays, as it is more difficult for citizens to make time to participate.
  - c. PE should also avoid Jets, Bomber, Goldeye home games, cultural events, along with other major in-town events and festivals.

3. **Conducting in-person PE events:** In order to avoid any potential criticism about how an in-person event is conducted, the following standards should be followed:
  - a. At least one City project staff person should be present at all events. Ideally City staff should be giving presentations, using consultants as needed to speak to their technical or report findings. All project staff should be clearly identified.
  - b. Event locations should have ample parking facilities, decent biking facilities, and be convenient for transit users. The facility should also be a neutral site, like a community centre or hotel.
  - c. Event locations should meet the accessibility standards as set out in the City of Winnipeg Accessibility Design Standards. Have at least two copies of material in large print available.
  - d. There should ideally be at least two events held to provide as much opportunity as possible for stakeholders to attend. If the PE event is more conducive to one event (e.g. a Symposium), and the project applies to the entire City, the venue should be as central as possible.
  - e. Multiple events should ensure that they are held at different times of the day and week. Projects that apply citywide should span as much of the city as possible.
  - f. Where possible, try to utilize existing in-person events or meetings to go to the stakeholders.
  
4. **Promoting PE projects:** To ensure that stakeholders are informed about opportunities to participate, the project's in-person events and online presence should be promoted:
  - a. Project information should be posted alongside the promotions, in advance of in-person events, to avoid potential community misinformation that may take place through community conversations.
  - b. An exhaustive stakeholder list should be created that ensures all interests are represented.
  - c. The applicable Councillors should be notified.
  - d. There should be at least one print newspaper advertisement for larger projects.
  - e. Online opportunities should also be used, which includes direct emails, online advertising, social media, etc.
  - f. An email should be sent to the public engagement email news distribution list.
  - g. If the project is location specific, direct household mailing should be used as much as possible. As well, a promotional road sign should be used to help notify stakeholders in the area.
  
5. **PE participation accessibility and transparency:** To allow for as broad a reach as possible, a project website should be created to provide information in a timely manner, to receive feedback, as well as to allow discussions to take place. This will follow best practices currently being carried out in other jurisdictions, and allow for an ongoing "virtual open house."

- a. All public engagement materials should be posted permanently online, which will allow for transparency on how a project progresses throughout the PE process.
  - b. Project websites should be linked from the central Public Engagement portal. As per the Social Media Administrative Standard, new blogs/discussion websites are approved through Corporate Communications using the social media request form.
  - c. Surveys should be used where possible to collect statistically valid data on opinions of the project. This will help to ensure that as broad range of opinions and feedback is received.
6. **Creating PE materials:** To ensure that there is some consistency between projects, the following standards should be followed:
- a. The City of Winnipeg logo should be prominent in all material, while consultant logos are less prominent.
  - b. Presentations should be made on a City of Winnipeg template.
  - c. No project visual identifiers should be created.
  - d. City of Winnipeg social media accounts should be used (Facebook, Twitter, etc.) and no separate accounts should be created.
  - e. All materials should be in plain language and as concise as possible. Storyboards should not be overloaded with text, and graphics should be easy to understand.
7. **Framing PE projects:** In communicating information about a project, it is important that an overview is provided so that stakeholders can understand the context for a project:
- a. Where applicable, projects should be linked to policy documents, such as OurWinnipeg, to provide an understanding of how the need for a project was determined.
  - b. To provide stakeholders a reference for the greater decision-making process the project is a part of, a graphic timeline should be created. This could include reference to applicable preceding policies, and should reference future public engagement opportunities.
8. **PE Reporting:** Public Engagement Reports should be completed after each phase of a project so that stakeholders can see how their input has been considered and used. Reports should include:
- a. A detailed record of all promotions and communications promoting PE activities, which includes advertisements, email blasts, press releases, social media, etc.
  - b. A list of dates and locations of events, as well as attendance numbers and lists.
  - c. A detailed count of the responses received by method (i.e. e-mails, comments on website, surveys, etc.).
  - d. A catalogue of public input and project responses to it.

- e. A summary of findings and results, as well as detailed analysis of any feedback provided.