

Appendix “A”

City of London Community Engagement Policy

October 26, 2011 Draft

Policy Statement:

All Londoners have the right to participate in clear and transparent public engagement processes in a timely, meaningful and appropriate way. We believe in inclusive community engagement processes to ensure quality communication, citizen involvement and community participation across a variety of options - inform, consult, collaborate, citizen leadership.

London City Council and Civic Administration recognize that decisions are improved by engaging citizens. We are committed to meaningful engagement with the public that is open, accessible, inclusive and responsive, and within the City’s ability to finance and resource.

*“decisions are improved by
engaging citizens”*

Vision:

All Londoners working together for a better future.

Mission:

Effectively inform and engage citizens in a transparent and collaborative manner that promotes greater participation in municipal government.

Definitions of Community Engagement:

Community engagement is the process of meaningful two-way dialogue and participation in forming decisions that affect the community. The community engagement process is transparent, responsive, inclusive and empowering and is based on realistic expectations, mutual respect and trust.

Guiding Principles:

The Community Engagement Policy incorporates seven principles which guide the implementation and action resulting from this policy.

Mutual Respect and Inclusion

- All participants will listen and respect different opinions.

Accountability

- All participants will be transparent in decision making and accept responsibility for decisions made.

Realistic Expectations

- At each level of engagement, all participants will understand their roles, responsibilities and authority and will understand that the interests of the community may be greater than the interests of individuals.

Shared Responsibility

- Both the City and the community have responsibilities to fulfill in honouring the implementation of the Community Engagement Policy and both will endeavour to meet these responsibilities.

Transparency

- The process will be based on an open, understandable, transparent and inclusive two-way dialogue. All participants will make the best effort to reach, involve and hear from all those who are affected directly and indirectly.

Flexibility

- All participants will be flexible in how we interact and be open to considering alternatives.

Responsiveness

- All participants will listen and respond to concerns in a timely manner.

Community Engagement Framework:

This policy includes a variety of options for communicating with and involving citizens.

	Inform	Consult	Collaborate	Citizen Leadership
Purpose of this Type of Engagement	To provide detailed information and awareness to the public	To obtain public feedback on alternatives and/or decisions in order to inform decision making	To partner with stakeholders in all steps of the process, including the development of strategies and recommendations and the identification of preferred solutions	To empower citizens to initiate and make final decisions
City's Responsibility: "Our Commitment to the Public"	We will keep you informed in an appropriate and timely manner, providing you with the right information at the right time, in the right fashion	We will listen to you, acknowledge your concerns and seek to listen to diverse perspectives	We will facilitate a two way conversation which is collaborative and work with you to incorporate your recommendations	We will empower you to develop and implement decisions and will support and accept your decisions
Community's Responsibility: "Our Commitment to the City"	We will be informed, as appropriate, in a timely manner	We will participate, as appropriate, and recognize that we do not have the final say in making decisions	We will provide advice and collaborate with you to formulate solutions and recommendations	We will actively participate and we will encourage others to do so, taking ownership and responsibility regardless of outcome
Potential Tools and Strategies	<ul style="list-style-type: none"> ▪ Newspaper, radio television ads ▪ Media awareness campaigns ▪ Website posting ▪ Flyers, posters, brochures ▪ Meetings with stakeholder groups ▪ Visits to schools ▪ Trade shows and fairs ▪ Mall sessions ▪ Online video ▪ Social media 	<ul style="list-style-type: none"> ▪ Letters to property owners, community associations, business associations ▪ Mail back surveys ▪ Sign posted ▪ Newspaper notification ▪ Notice on website ▪ Statutory Public Meetings ▪ Open Houses ▪ Neighbourhood/ community meetings 	<ul style="list-style-type: none"> ▪ Communications Plan developed to target audiences ▪ Conversations with key stakeholders and/or residents ▪ Facilitated workshops/ neighbourhood meetings/ community-wide meetings ▪ Report to Council ▪ Report to Advisory Committees ▪ Open house 	<ul style="list-style-type: none"> ▪ Communications Plan developed to target audiences ▪ Conversations with key stakeholders and/or residents ▪ Facilitated workshops/ neighbourhood meetings/ community-wide meetings ▪ Report to Council ▪ Report to Advisory Committees
Guideposts for Use of Each Level of Engagement	<ul style="list-style-type: none"> ▪ Decision has already been made ▪ Not looking for feedback ▪ City has the ultimate control to make the decision and implement it 	<ul style="list-style-type: none"> ▪ City has the ultimate control for doing what needs to be done and wants some feedback on it 	<ul style="list-style-type: none"> ▪ Not something the City can do by itself ▪ Shared decision making with other partners 	<ul style="list-style-type: none"> ▪ Engagement is initiated by citizens or City initiated community discussion about social change

Evaluation Outcomes:

The City of London is committed to ensuring that the Community Engagement Policy stays relevant and achieves its intended outcomes. We will know if we have been successful in the area of community engagement if the following outcomes are achieved:

