



Subject: Public Engagement Charter

Department: Corporate Services

Division: CPS

Report #: CPS-2020-019

Meeting Date: 2020-11-23

Recommendations

That report CPS-2020-019 be Public Engagement Charter be received;

And that Council approve the International Association of Public Participation's materials as a tool to enhance community consultation and serve as a guide to direct municipal communications on matters relevant to the public/public interest.

And that should Council approve the materials that the Notice Policy be updated as required.

Background and Analysis

On May 25, Council directed staff to review and update existing processes for public engagement by passing a motion that indicated "the Town recognizes the value of community engagement to help make decisions which reflect the interests and concerns of those affected by involving them in the decision making process" and Council wished to review its public engagement policy and "expand upon it in a meaningful way that advances public engagement and participation".

In that motion the General Manager of Corporate Services was directed to report back to Council with a Public Engagement and Participation Policy that improves the practice of public participation and includes a framework that:

- seeks out and facilitates the involvement of those potentially interested in a decision; and
- provides participants with the information they need to participate in the decision-making process in a meaningful way.

Recognizing effective community engagement and public participation in the decision-making process has become a pillar of good governance in the 21st century. Town staff have researched best practices and are recommending the endorsement of a set of materials from the International Association of Public Participation (IAP2) International Federation.

The IAP2 is a global not-for-profit organization that is a lead in the development public participation materials and tools. The IAP2 models have been adopted by numerous municipalities in Canada. Staff are recommending the Town of Orangeville adopt the IAP2 Core Values for Practice of Public Participation, Code of Ethics and the Public Participation Spectrum to guide public and community engagement and participation planning going forward.

The Town would leverage these copyrighted materials with the expressed written consent of the IAP2, which the Town now has, should Council chose to endorse this model.

The recommended materials, which are included below, layout the level of communications and engagement that should be undertaken against the goals project. The goals would need to be identified inline with the impact of the project. i.e. notifying residents construction is about to begin is “inform” vs involving residents in the design of a new park would be “collaborate” or “empower” depending on the project or purpose.

Adapting the core values and ethics would support the implementation of the Public Participation Spectrum.

Core Values for the Practice of Public Participation

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision

This Code of Ethics is a set of principles, which guides the practice of enhancing the integrity of the public participation process.

PURPOSE. We support public participation as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body.

ROLE OF PRACTITIONER. We will enhance the public's participation in the decision-making process and assist decision-makers in being responsive to the public's concerns and suggestions.

TRUST. We will undertake and encourage actions that build trust and credibility for the process among all the participants.

DEFINING THE PUBLIC'S ROLE. We will carefully consider and accurately portray the public's role in the decision-making process.

OPENNESS. We will encourage the disclosure of all information relevant to the public's understanding and evaluation of a decision.

ACCESS TO THE PROCESS. We will ensure that stakeholders have fair and equal access to the public participation process and the opportunity to influence decisions.

RESPECT FOR COMMUNITIES. We will avoid strategies that risk polarizing community interests or that appear to "divide and conquer."

ADVOCACY. We will advocate for the public participation process and will not advocate for interest, party, or project outcome.

COMMITMENTS. We ensure that all commitments made to the public, including those by the decision-maker, are made in good faith.

SUPPORT OF THE PRACTICE. We will mentor new practitioners in the field and educate decision-makers and the public about the value and use of public participation.

Public Participation Spectrum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Read and download the IAP2 Spectrum [here](#).

Strategic Alignment

Orangeville Forward – Strategic Plan

Priority Area: Strong governance

Objective: Enhanced communication and transparent and fair decision making process.

Sustainable Neighbourhood Action Plan

Theme: Social Well-being

Strategy: Promote Orangeville as an engaged, inclusive community for all.

Notice Provisions

N/A

Financial Impact

At this time there are no direct implications of this report. Increasing public participation in the decision-making process will have an impact on project planning and there may be implementation costs associated with facilitating certain approaches.

Respectfully submitted

Andrea McKinney
General Manager, Corporate Services

Reviewed by

Karen Landry
Town Clerk, Corporate Services

Attachment(s): Not Applicable