

## 3 STEPS TO PUBLIC ENGAGEMENT TEMPLATES

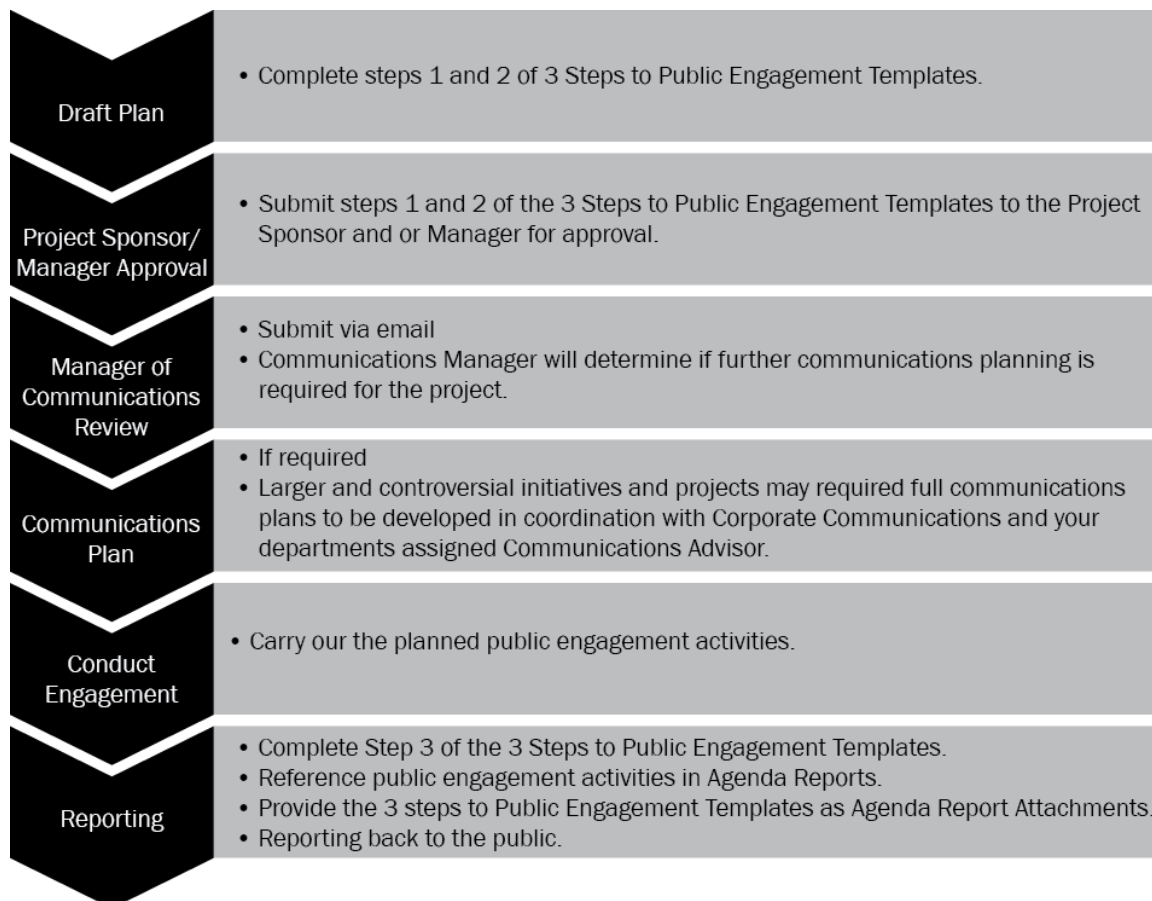
### Directions:

1. The attached templates are to be used with the *3 Steps to Public Engagement Guidebook* and *Toolkit*.
2. Templates are to be completed at the time of Project Plans and Charters.
3. Templates and the *Public Engagement Spectrum* chart are to be included in all Agenda Reports and files.
4. Templates and Public Engagement must be referenced in all Agenda Reports under the *Stakeholder Communications or Engagement*.

***\*The intention of the 3 Steps to Public Engagement is to help staff plan, record, report and justify the Public Engagement initiatives they undertake.***

***\*Staff are expected to take responsibility for the Engagement and its outcomes.***

### Public Engagement Flow Chart



**Exemptions:**

If your project fits into one of the following categories, you do not have to use the Three Steps to Public Engagement if:

- The project is routine, in nature, or is maintenance and follows established department policies and procedures.
- Ongoing initiatives that are part of standard business procedures and conducted on a regular basis (e.g.: census, community satisfaction survey, annual programming surveys, application processing that is part of everyday business procedures)
- External led projects and initiatives (primarily statutory Planning & Development activities) covered under City Council Policy C-P&E-01 Public Consultation requirements for Planning and Development Processes. These processes are governed under the Municipal Government Act and are usually processed in response to a developer application or conducted privately by the proponent.

**All projects should complete the first DECIDING template, whether or not Public Engagement is required.**

# 1. DECIDING TO ENGAGE TEMPLATE

## A. Project Description

**Project Name:** Schedule C – Sign Regulations  
**Responsible Department:** Planning & Development  
**Project Sponsor:** \_\_\_\_\_  
**Project Manager:** Chelsea Thompson

## B. Engagement Objectives

Obtain feedback from stakeholders.
Educate and collect public/stakeholder opinion to improve decisions.
Communication and public relations.

## C. Need to Engage

If you select **yes** to any of the below, engagement is necessary

	Yes	No	Comments
The issue directly affects a specific group in the community, their rights and entitlements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ability of business to advertise in a new way.
The project will impact or cause inconvenience to the daily lives of residents including services and programs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not directly related to services and programs.
Public input is required for project development	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Wants and needs of stakeholders.
The issue directly and significantly affects the natural environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Signage affects all districts.
A significant number of people or particular groups are likely to have strong views on the issue	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.
The change or issue is likely to directly affect quality of life	<input checked="" type="checkbox"/>	<input type="checkbox"/>	For those changes proposed in residential areas.
A legal administrative trigger, such as public hearing, subdivision or a process governed by the Municipal Government Act	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Public hearing.
The decision has long-term, large-scale or otherwise significant social, environmental and/or economic impacts for one or more stakeholder groups	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.
There is – or will be – public and/or media concern over the issue	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.

**Exceptions**

- 
- Covered in Policy P&E-01
- 
- Notification with radius of less than 100 m

**Approval – No Engagement Required**

 \_\_\_\_\_  
 Project Sponsor/Manager

 \_\_\_\_\_  
 Date

## 2. PLANNING TO ENGAGE

### A. Who Will Be Engaged?

Group	What Issues Interest This Group?	Engagement Level	Proposed Engagement Tools
Public	Safety, aesthetics, locations	Consult	Open House, Online Survey
Local businesses	Economic, sign options	Consult	Open House, Online Survey
Sign industry	Economic, sign options	Consult	Open House, Online Survey
Transportation Branch	Safety, resources, expertise	Involve	Review of draft regulations
Municipal Enforcement	Safety, procedural, resources, expertise	Involve	Review of draft regulations
Development Branch	Safety, procedural, resources, expertise	Involve	Open House, review of draft regulations, Workshop
Communications	Disseminating advertising regarding Open House, Survey and online content.	Inform	Citylights, Twitter, Facebook, display boards and banners.

### B. Outcomes of Engagement

To have a better understanding of the wants and needs of stakeholders regarding the Schedule C document, including: regulations, sign types and areas of concern.

### C. Key Messages to the Public

Have your say. Opportunity to provide feedback regarding the review of Schedule C - Land Use Bylaw 9/2005.

## D. Tools

Date	Tools	Objective	Details
Jan. 11, 2016	Mail out	Inform regarding upcoming Open House.	Letter sent to sign companies, Chamber of Commerce and others having shown interest over time advising of upcoming Open House.
Jan.-Feb. 2016	Citylights, City website, twitter, facebook	Inform regarding upcoming Open House and survey availability.	Details regarding Open House, survey availability and display boards from Open House.
Jan. 28, 2016	Open House	Educate and obtain feedback from stakeholders.	Display boards with examples, questionnaires, survey, videos of examples, question and answer with administration.
Nov. 18, 2016	Mail Out	Inform regarding upcoming Workshop.	Letter sent to high-level stakeholder association representatives and select public representatives advising of invite-only Workshop.
Nov. 30, 2016	Workshop	Educate and obtain feedback from stakeholders.	General questions posed for roundtable discussion to obtain and share a cross-section of views from a diverse group of people. Notes, drawings, and ideas were encouraged.
Dec. 6, 2016	Email	Contact stakeholder list to advise regarding upcoming online survey availability.	Details regarding online survey availability.
Dec. 3-18, 2016	Citylights, City website, twitter, facebook	Inform regarding upcoming online survey availability.	Details regarding online survey availability.
Dec. 5-18, 2016	Online Survey	Obtain feedback from stakeholders	9-Question survey, with ample opportunity for general comments.

## E. Coordination with Other Departments?

<b>Communications</b> - Disseminating advertising regarding Open House, surveys, and online content. Citylights, Twitter, Facebook, display boards and banners.
<b>Municipal Enforcement, Public Works, Economic Development &amp; Engineering</b> – Review of draft regulations for feedback.

## F. Budget

Estimated: \_\_\_\_\_ Actual: \_\_\_\_\_

St. Albert Expo:  Q1  Q2  Q3  Q4

**Review and Approval**

\_\_\_\_\_  
Communications Advisor \_\_\_\_\_  
Date

\_\_\_\_\_  
Project Sponsor/Manager \_\_\_\_\_  
Date

Comments:

### 3. REPORTING ON ENGAGEMENT

#### A. Achieving Public Engagement Objectives

Objectives	How Was It Achieved?
Obtain feedback from stakeholders.	Open House, Workshop, online survey, telephone conversations, emails.
Educate and collect public/stakeholder opinion to improve decisions.	Open House, Workshop, online survey, telephone conversations, emails.
Communication and public relations.	Open House (Q&A with administration), Workshop, Citylights, City website, twitter, facebook.

#### B. Results and Responses

Issue Identified	Source	(City/Department) Response
Safety/distraction	Public/Business/Sign Industry	Separation distances, maximum areas and heights, locations from intersections.
Aesthetics/clutter	Public/Business/Sign Industry	Separation distances, maximum areas and heights, limits on sign types.
Rights to signage	Public/Business/Sign Industry	Introduction of new sign types, amendments to maximum sign areas & height, and allowable land use districts.

#### C. Conclusion

- Create regulations that will allow for a diversity of sign options, provide regulations that are reasonable & enforceable, and amend areas of uncertainty within the existing text.

## **D. Lessons Learned from Public Engagement**

- Open House - Too many topics in a single room limits the free-flow of attendees. People congregate in front of displays because there is limited free space; some people, therefore did not get a chance to see everything or were not provided an opportunity for one-on-one discussion with staff. However, it still did provide for some beneficial discussion with interested stakeholders.
- Workshop - World Café Workshop format was very successful and well-received by participants. A lot of good discussion and sharing of ideas was generated from various points of view. Everyone was open to respectful sharing and listening.
- Survey - Resulted in a good response to the questions posed; however, as the survey was for preliminary information gathering (and not for specific comments on proposed regulations), some respondents felt that the content was lacking. Comments received from the survey were instrumental in the forming of the proposed amendments.