

## Fee Estimate Sheet of Common Public Engagement Activities

### Public Engagement Activities

- Public meeting/workshop
- Survey
- Focus group
- Citizen jury

### **PUBLIC MEETING/WORKSHOP**

Many activities are typically required to hold public engagement public meetings or workshop. The costs for each on any given project can vary greatly, depending on the complexity of the topic, the number and type of participants involved, and the volume and quality of input required. Different participant groups also have varying expectations and requirements, which can impact costs.

Based on low/high costs, the cost for holding a public meeting/workshop ranges from **\$1,900 - \$15,000+**

A **\$1,900** public meeting/workshop includes the low end costs for the following activities and assumes no cost for these activities: Planning/design, Venue, Refreshments, Materials/supplies, Facilitation, Data entry/cleansing, Data analysis, Reporting.

A **\$15,000+** public meeting includes the high end amounts for all of the activities. The amount is not capped at \$15,000 because some activities (eg. videos) are very high cost so if used they may push the total cost over that amount.

The activities typically required to hold a public meeting/workshop are:

Activity	Comment	Low \$	High \$
Planning/design	Often done by a consultant in conjunction with City staff	\$300	\$1,200
Invitations /registration	May be done by consultant support staff but often done by City staff	\$150	\$750
Venue	Often free venues are not available, especially when going to participants	\$300	\$1,200
Refreshments	Required for all public and stakeholder meetings - assuming 30 participants and staff for this analysis	\$150	\$750
Materials/supplies	This includes basic supplies but could also	\$100	\$1,000+

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	include displays, maps, etc.		
Audio/visual	The venue may have audio/visual equipment but sometimes does not	\$0	\$1,200+
Collateral	This is not required for many projects but includes giveaways	\$0	\$200+
Facilitation	Almost always done by a consultant	\$300	\$1,200
Facilitation support (i.e. 2 note takers)	Sometimes done by consultant support staff and sometimes by City staff	\$300	\$1,200
Reduce barriers	Strategies to reduce barrier may be required for some meetings/workshops for various participant groups, i.e. transportation costs, child care costs, food costs	\$0	\$100+
Data entry/cleansing	May be done by consultant support staff	\$150	\$2,000
Data analysis	Often done by a consultant in conjunction with City staff; cost depends greatly on the amount of feedback received	\$300	\$3,500
Reporting	Often done by a consultant in conjunction with City staff; cost depends greatly on the amount of feedback received	\$300	\$3,500
Communications support	Often done by City staff but may done entirely or supplemented by a consultant; i.e. planning, media relations, PSAs, web, advertisements, videos, etc.	\$0	\$2,000+

Consultant costs can also vary (an hourly rate of \$150/hour has been assumed for this analysis).

### **SURVEY**

A typical survey requires the following activities:

- Development and design
- Programming and testing
- Delivery and administration
- Data entry/cleansing
- Analysis and reporting
- Communications support

The City uses several types of surveys, some deployed by a third-party vendor, while others by City staff. For surveys delivered by the City (like the Edmonton Insight Community), there are upfront costs and staff time, but no other costs, such as recruitment or promotions. Other surveys often require communications

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activities (and their associated costs) to recruit participants. Telephone surveys, which increasingly mix landline and cell phone participants, generally have higher costs due to the time for call-centre agents to complete individual surveys. Intercept surveys at special events, meetings or at City facilities also incur costs for the “agent” time, but the participant numbers are usually much lower than a telephone survey, thereby reducing costs. Each method is suitable for different types of research objectives, the complexity of the topic, and length of surveys. The number of questions in a survey affects the cost for surveys, especially those requiring an agent.

The range of costs for typical methods for 20 questions follows:

Survey element	Low \$	High \$
<b>Development and design</b>	\$1,000	\$6,000
<b>Programming and testing</b>	\$1,000	\$3,000
<b>Delivery and administration</b>	\$2,000	\$20,000
<b>Data entry/cleansing</b>	\$1,000	\$4,000
<b>Analysis and reporting</b>	\$3,000	\$7,000
<b>total</b>	<b>\$8,000</b>	<b>\$40,000</b>

### **FOCUS GROUP**

One two-hour focus group session for 10 participants, including recruitment of participants, development of session guide, capturing of feedback, and a summary report is approximately \$5,000.

### **CITIZEN PANEL**

A citizen panel process requires recruitment of a panel of about 60 people who meet regularly over a period of time to learn about a particular topic or issue, deliberate over options, and develop recommendations.

Based on the City’s last three uses of this innovative approach led by the Centre for Public Involvement, the average cost to recruit a representative sample, design and facilitate sessions, and evaluate a panel is \$95,000.

Recruitment cost will vary based on size and complexity of the issue, but generally the representativeness requires specialized selection. Preparation of information material and employee time adds a significant cost to this method,

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since senior staff are involved and material is in depth to assist in deeper understanding of the project or issue.