

7.1 OCM02805

# Public Engagement Policy Renewal

Executive Committee

March 31 | April 2, 2025

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# Policy Overview

- The *Municipal Government Act* mandates the City have a public participation policy and that it be reviewed every four years.
- Embodies the spirit and contributions made under the Council initiative on Public Engagement.
- First adopted by City Council on April 11, 2017, and last renewed on June 7, 2021.
- Each renewal of the Policy is for improvement.

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# The City Plan

## POLICY DIRECTIONS

- Incorporate needs and voices of children, youth and those around them (1.2.2.1)
- Apply a gender-based equity lens (1.2.2.5)
- Address equity in the delivery of policies, programs, public services, investment and infrastructure delivery (1.3.3.2)
- Commemorate and celebrate Indigenous history and culture through planning and design of civic spaces (3.1.1.1)

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Source: City Plan Search Dashboard

# Policy and Framework

- The **Policy** defines the City's commitment to public engagement at a high level and ensures alignment with legislation, equity, and fiscal responsibility. It applies to City policies, programs, projects or services that impact the public.
- The **Framework** supports the City's Public Engagement Policy, describing the City's approach and commitment to public engagement.
- The Policy is the *WHEN* and *WHY* of public engagement and the Framework is the *HOW*.

# Informed Decisions

## A COMMITMENT TO YOU

This is your city.

We value your input on how we maintain, grow and build Edmonton.

We believe engagement leads to better decision making.

We are committed to reaching out to diverse communities in thoughtful and meaningful ways.

We want to understand your perspectives and build trusting relationships with you.

We will show you how you help influence City decisions.

Share your voice and shape our city.

The Edmonton logo, featuring the word "Edmonton" in white text on a dark blue square background. The background of the slide is a photograph of an older man with grey hair, wearing a dark blue shirt, smiling and looking towards the right. The photo is partially obscured by the text boxes and the Edmonton logo.

- Meaningful Input
- Diverse and Inclusive
- Equitable and Accessible
- Relationship Building
- Not Market Research
- Relevant, Thoughtful
- Reflective of Affected
- Flexible and Scalable
- Aligned with Objectives
- Informed Decisions

The Edmonton logo, featuring the word "Edmonton" in white text on a dark blue square background. This logo is located in the bottom right corner of the slide.

# Award Winning Industry Best Practices

- City of Edmonton is recognized as a leader in public engagement, pioneering best practices and setting a high standard across Canadian municipalities.
- 2018 International Association for Public Participation (IAP2) Canada Core Values Award for Organization of the Year.



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# Review and Renew

- Survey of City Council, City staff and Civic Youth Fellowship members.
- Jurisdictional scan across 26 Canadian municipalities.
- Analysis of past public engagement:
  - 2022 Public Engagement Insights survey
  - Under-heard community engagement project
  - Corporate Accessibility Plan update

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# Findings and Feedback

- No significant changes needed
- Administrative refinements
- Align engagement efforts with community expectations and operational realities
- Clarify Policy definitions
- Reflect the importance of clear language, equity and fiscal responsibility
- Ensure consistency with the Corporate Policy Framework

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# Updates

- **The equity-based language update** within the Policy Statement and Guiding Principle, reflects current City language and inclusive engagement practices that support the needs of all Edmontonians.
- **Adding clarity** to the “shared responsibility” guiding principle by linking the explanation to the principle.
- Adding: “Administration will use **a data-driven approach** ensuring the **responsible use of City resources when considering public engagement**” within the requirements section.

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# Revised Policy

- *Honours Previous Work*
- *Enables Best Practices*
- *Respects Present Realities*

## **Our Corporate Promise**

Working together, aligned with City Council, we enable a better life for all Edmontonians.

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# Questions?

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