

Community Engagement



Canada School
of Public Service

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Tamarack is a charitable organization that exists to build and support vibrant and engaged communities in Canada.

We develop and support collaborative strategies that engage citizens and institutions in solving major community challenges like poverty, and then we learn from and share these experiences.

For more information on Tamarack, see our website at www.tamarackcommunity.ca





Our Questions Today

What is community engagement? A community builders perspective.

How might we encourage communities to take ownership of the issues they are facing? (Community led development)

How do we create an enabling environment for place based solutions?

Community Engagement

Citizens engaged in inspired action as they work and learn together on behalf of their communities to create and realize bold visions for the future



Benefits of Community Engagement

Community engagement benefits government by:

- Informing policy-making at the local level
- Improving the targeting and effectiveness of services
- Build's community ownership
- Enables local solutions to local problems

Community engagement benefits communities by:

- Empowering individuals
- Empowering community co – leadership
- Involving those who might not be normally included

The Community Engagement Continuum



Are you informing communities or..... enabling them
With engagement comes expectations

The Public Promise

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	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:	Promise to the Public:	Promise to the Public:	Promise to 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 direct 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.
Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:
<ul style="list-style-type: none"> ● Fact sheets ● Web sites ● Open houses 	<ul style="list-style-type: none"> ● Public comment ● Focus groups ● Surveys ● Public meetings 	<ul style="list-style-type: none"> ● Workshops ● Deliberate polling 	<ul style="list-style-type: none"> ● Citizen Advisory Committees ● Consensus-building ● Participatory decision-making 	<ul style="list-style-type: none"> ● Citizen juries ● Ballots ● Delegated decisions

IAP2 Public Participation Spectrum

A Method

Community engagement is often cited as a method to improve communities by identifying and addressing local ideas, concerns, and opportunities. It includes things like the involvement of the public in processes that affect them and their community.

- Community Engagement can be passive or proactive
- Community Engagement is a process
- Community Engagement empowers communities to take leadership around issues facing them

Passive and Proactive

- **Passive approaches:** inform people about decisions or consult with them by asking them questions. This approach, however, does not bring the public into the decision-making process.
- **Proactive approaches:** give more control over decision-making to the public. They encourage the public to participate in the development of action plans that meet their needs and interests.
- **Leadership Approaches:** Communities are empowered to take on initiatives independently from external organizations.

Community Engagement as a Process

- A process of the broad engagement of organizations and people. (who cares and what do you bring)
- A processes that can enable collective change (changing attitudes, building social capital, etc.) and create movement in communities.
- Good community engagement will build multi sector agreement around issues and create momentum for communities to address local issues. It includes achieving outcomes and creating solutions to community needs.

Discussion

Think – Pair – Share

“As a public servant what has been your most meaningful and positive experience with community leadership engagement and why?”

Question

How can we create an environment in which we move community stakeholders from being informed to active?

From being active to a life-long commitment to their communities, the development of citizenship toward the common good?

What is the value in thinking this way? How could we do this?



Vibrant COMMUNITIES

A Community Engagement Case Study

A presentation for the



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CALEDON



INSTITUTE OF
SOCIAL POLICY

THE J.W. McCONNELL
FAMILY FOUNDATION

LA FONDATION DE LA
FAMILLE J.W. McCONNELL



Question

Enabling Environment

How do we strengthen the enabling environment for comprehensive, multi sector approaches to poverty reduction?

How can funders and policy makers best assist local initiatives?

How do we create an enabling environment for Engaged Communities?

5 good ideas

Government creates an Enabling Environment

1. *Create new funding instruments that allow for place based responses.*
 - *like the Vancouver Agreement, Supporting Communities Partnership Initiative U.A.S.)*
2. *It is not just about money. Give staff time to be involved in and to directly support community initiatives.*
3. *Consider new ways of listening to communities. Policy development requires a refreshed approach?*
4. *Learn to convene the community around issues. The Engagement continuum is extremely important as it clarifies intent. Do we want communities to provide input, follow or lead?*
5. *In order for a new framework to evolve a new discussion is required.*
 - National Report on Restless Communities to Resilient Places, Mike Harcourt, Chair of External Advisory Committee of Cities and Communities, June 2006
 - Shared Space: The Communities Agenda, Sherri Torjman for the Caledon Institute, October 2007
 - Looking Down the Road: Leadership for Canada's Changing Communities, Judith Maxwell for Community Foundations of Canada, October 2006
 - The Whistler Forum on the Communities Agenda - September 2007
 - *Canadian CED Network – Communities Agenda - 2007*

Keep In Touch

Engage!



Eunoia



Communities
Collaborating



Come to our website:
www.tamarackcommunity.ca



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Tamarack has a wide range of services available to keep you informed about community engagement in Canada. Here's a snapshot of the e-newsletters that we offer.

- **ENGAGE!**
Every two weeks, we provide an e-newsletter to Tamarack partners and friends. Each issue of Engage! provides useful resources and interesting notes on community engagement, an update on Vibrant Communities, and points you to what's new and updated on our website.
- **EUNOIA (Greek for "beautiful thinking")**
We regularly scan the web, newspapers and relevant magazines to find some of the most up to date stories and tools about community engagement. This allows us to produce a monthly e-bulletin that we distribute to those interested in community-based issues.
- **Communities Collaborating Institute**
Tamarack's Communities Collaborating Institute – to be held in Kitchener, ON from Oct. 15-19, 2007 – will bring together community leaders from across the country to focus on collaborating for change. The Institute features comprehensive workshops from some of Canada's leading experts on collaboration and social change.

Please check all that apply:

- Yes! I want to receive Engage! Yes! I want to learn more about the 2007 Communities Collaborating Institute.
- Yes! I want to receive Eunoia. Yes! Send me notes from today's presentation.

Name: _____

Organization: _____

Address: _____

City: _____ Prov/State: _____ Postal Code/Zip: _____

Tel: _____ Fax: _____

E-mail: _____