

## Tools For Community Engagement

There are many tools you can use for the Community Engagement Process. Some examples include:

- Open houses
- Flyers
- Surveys
- Public meetings
- Focus groups

For more ideas or help drafting your Community Engagement plan, check out the resources at the end of this brochure.

**Engaging the  
appropriate  
people in the  
appropriate  
way at the  
appropriate  
time.**

## For more information and assistance:

If you are about to undertake community engagement or not sure when you need to, you can find more background information, checklists, templates, and samples of the process on the City's intranet site or call any of the contacts listed below.

*(Please note: The Community Engagement Process is not meant to replace your regular or on-going communications activities)*

- Special Projects Unit  
Community Development Branch  
975-2289
- Communications Branch  
975-3207
- Civic Intranet: On a City-based computer, look under "C" for Community Engagement



# Community Engagement Process

*For Civic Employees*



As a civic employee, keeping the citizens you serve involved or consulted is part of doing business. This brochure gives general tips on what, how, and when to start the community engagement process.

## Principles Supporting Community Engagement

- Municipal government decisions made in a context that is sensitive and responsive to public concerns and values;
- The Community Engagement Process demonstrates openness, honesty and transparency of purpose, as well as communication of community engagement results;
- A process respectful of decision-making protocols; and,
- A process demonstrating a commitment to being time-sensitive and cost-effective.

## What is a Community Engagement Process?

The Community Engagement Process adopted by the City of Saskatoon provides a consistent approach to engagement of the community in civic matters. The engagement process is applied when the Administration or City

Council want to gather comments or input, or inform the public on specific initiatives, projects, new bylaws, bylaw amendments or other civic responsibilities prior to final recommendations, approval or endorsement.

## When to Use Community Engagement

You can use the Community Engagement Process when you want to inform, consult, or involve the people your activity affects. The level of the engagement is a continuum, depending on the scope or complexity of your project. Some examples include:

**Land** use issues such as amendments to the Development Plan or Zoning Bylaw, discretionary use proposals or park design;

**Social** issues such as affordable housing priorities and social policies;



**Safety** issues such as traffic and crime;

**Recreation** issues such as park programming;

**Local Area Plan** creation and implementation;

**Traffic Circulation** issues such as road closures, bridge plans, pedestrian linkages, and bicycle networks; and,

**Utility** services such as transit service plans, expansion of water treatment plant, and garbage pick up.

## The Five Steps of Community Engagement

**Step 1:** Decide whether to engage the community

**Step 2:** Plan the community engagement strategy

**Step 3:** Implement the strategy

**Step 4:** Report back the results

**Step 5:** Evaluate