



Hamilton



# **Municipal Scan of Public Engagement Practices**

*A Snapshot*

## WHY is Public Engagement Important?

Public engagement provides an opportunity for the City of Hamilton to better understand the wants, needs and expectations of our community. By engaging residents, community partners and other stakeholders in projects and decision-making processes, we can: achieve better project outcomes; strengthen relationships with community members; and build trust and confidence to ensure that we are actively responding to and meeting the needs of our community.

## WHY Engage with Municipal Partners?

Learning from other municipalities is important. As Hamilton begins to transform its public engagement practices, staff reached out to 11 Canadian municipalities to better understand their approach to public engagement and how it could inform the needs of a public engagement policy and framework in Hamilton.

## WHY Now?

In October 2021, Hamilton City Council provided direction for the development of a corporate-wide Public Engagement Policy and Framework. This scan will inform the development, scope and resources required to implement a public engagement policy and administrative framework in Hamilton.

## WHAT We Heard

In 2022, staff undertook a review of public engagement practices, processes, policies, and administrative frameworks. Eleven Canadian municipalities were highlighted for their public engagement practices.



## What We Learned

# TRUST RELATIONSHIPS COMMUNICATION



### COMMUNICATION IS VITAL

Communication is an on-going process and should not stop when a project ends. Although communication can happen without engagement, engagement cannot happen without communication.



### ENGAGEMENT SUPPORT IS IMPORTANT

Support can include: Engagement plan development; Online platform page development; Engagement facilitation; Variety of engagement methods and ideas; Connections to community champions.



### HYBRID MODELS WORK

COVID-19 changed the face of public engagement. There is no one way to engage, and multiple methods provide the greatest opportunity for participation, including virtual and in-person activities.



### ACKNOWLEDGE AND REMOVE BARRIERS

Acknowledge and address barriers to participation, including translation, transportation, childcare, refreshments, meeting times and locations, equity deserving populations may face additional barriers.



### STAFF TRAINING IS KEY

All staff who participate in engagement should be trained in IAP2. City leadership, including elected officials, should receive IAP2 For Decision-Makers. Public Engagement Community of Practice is important for staff development and best practices.





**City of  
CALGARY**

**Population: 1.239 million**  
Engagement Policy  
Engagement Framework  
Evaluation Framework  
(20) Twenty FTE  
staff members  
[engage.calgary.ca](http://engage.calgary.ca)



**City of  
EDMONTON**

**Population: 1.1 million**  
Engagement Policy  
Engagement Framework  
Evaluation Framework  
(9) Nine FTE  
staff members  
[engaged.edmonton.ca](http://engaged.edmonton.ca)



**City of  
GUELPH**

**Population: 145,000**  
Engagement Policy  
Engagement Framework  
Evaluation Framework  
(4) Four FTE staff members  
[haveyoursay.guelph.ca](http://haveyoursay.guelph.ca)



**City of  
KITCHENER**

**Population: 256,885**  
Engagement Policy  
Engagement Framework  
Evaluation Framework  
(1) One FTE staff member  
[engagewr.ca/kitchener](http://engagewr.ca/kitchener)



**City of  
KINGSTON**

**Population: 136,685**  
Engagement Framework  
(8) Eight FTE  
staff members  
[getinvolved.  
cityofkingston.ca](http://getinvolved.cityofkingston.ca)



**City of  
ST. JOHN'S**

**Population: 108,860**  
Engagement Policy  
(2) Two FTE staff members  
[engagestjohns.ca](http://engagestjohns.ca)



**City of  
WINNIPEG**

**Population: 749,607**  
Engagement Policy  
Engagement Framework  
(4) Four FTE  
staff member  
[engage.winnipeg.ca](http://engage.winnipeg.ca)



**City of  
THUNDER BAY**

**Population: 108,843**  
Engagement Framework  
(3) Three FTE  
staff member  
[getinvolvedthunderbay.ca](http://getinvolvedthunderbay.ca)

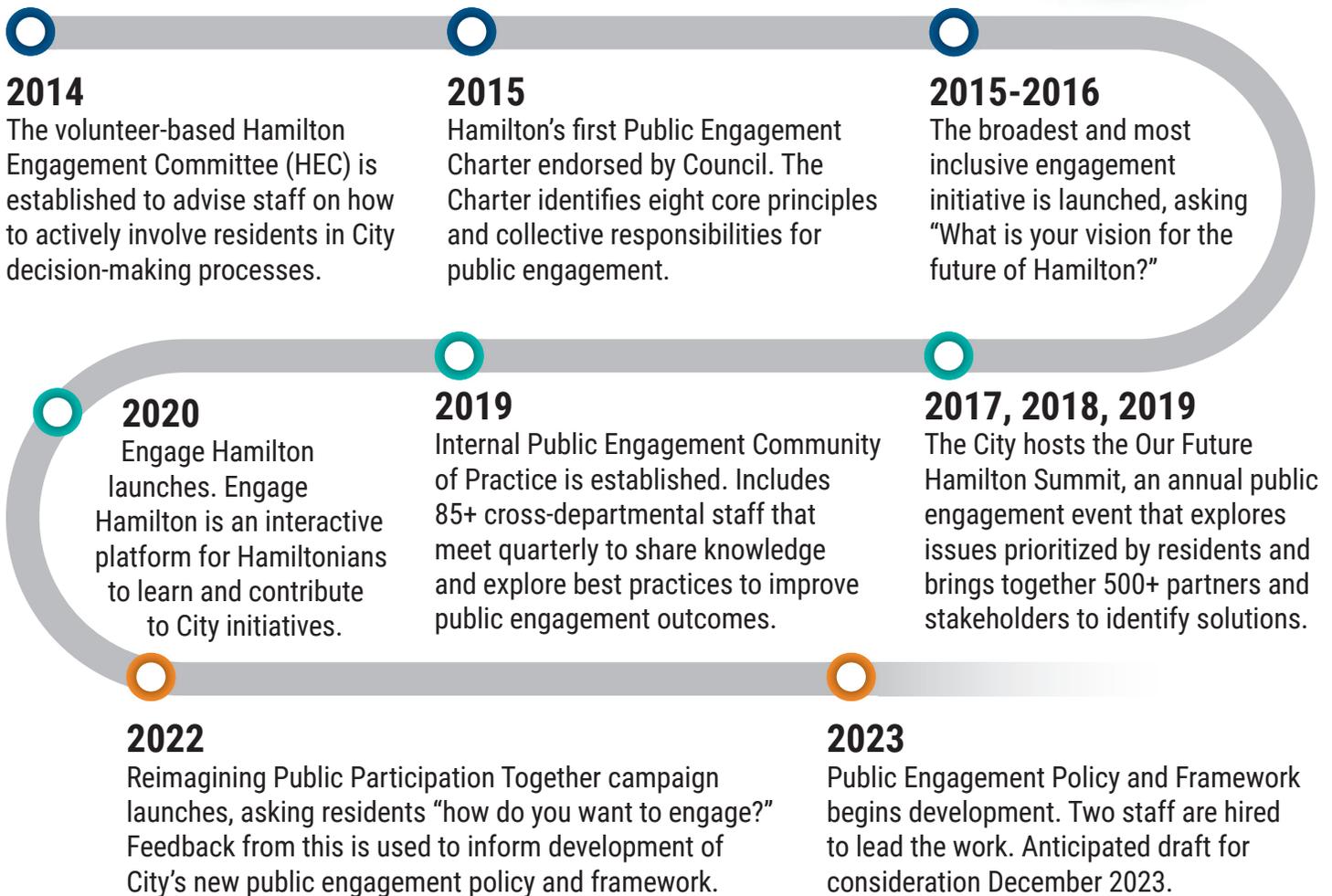


**City of  
VICTORIA**

**Population: 91,867**  
Engagement Framework  
(11) Eleven FTE  
staff members  
[engage.victoria.ca](http://engage.victoria.ca)



## Where We've BEEN, Where We're GOING





# What's Hamilton?

Every day, the City of Hamilton makes decisions that impact over 750,000 residents, businesses, and community stakeholders. Public engagement helps ensure that we understand the wants, needs and expectations of our community.

We are working hard to develop a Public Engagement Policy for the City of Hamilton. This is important because it will establish:

- A common expectation and consistency that our community can expect.
- A best practice for working with and in community.
- Roles and responsibilities for all involved in engagement activities.
- The City's expectations and commitment to public engagement.

Stay tuned for progress updates and opportunities to share your voice in this process.



thank you!

**City of Victoria**

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**City of Winnipeg**

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**City of St. John's**

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**City of Edmonton**

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Lyndsay Ward – *Senior Public Engagement Advisor*

**City of Calgary**

Kyle McManus – *Engage Team Supervisor*



Hamilton

