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Public Engagement and Levels of Service

IAMA Workshop

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Engaging the Public on Levels of Service

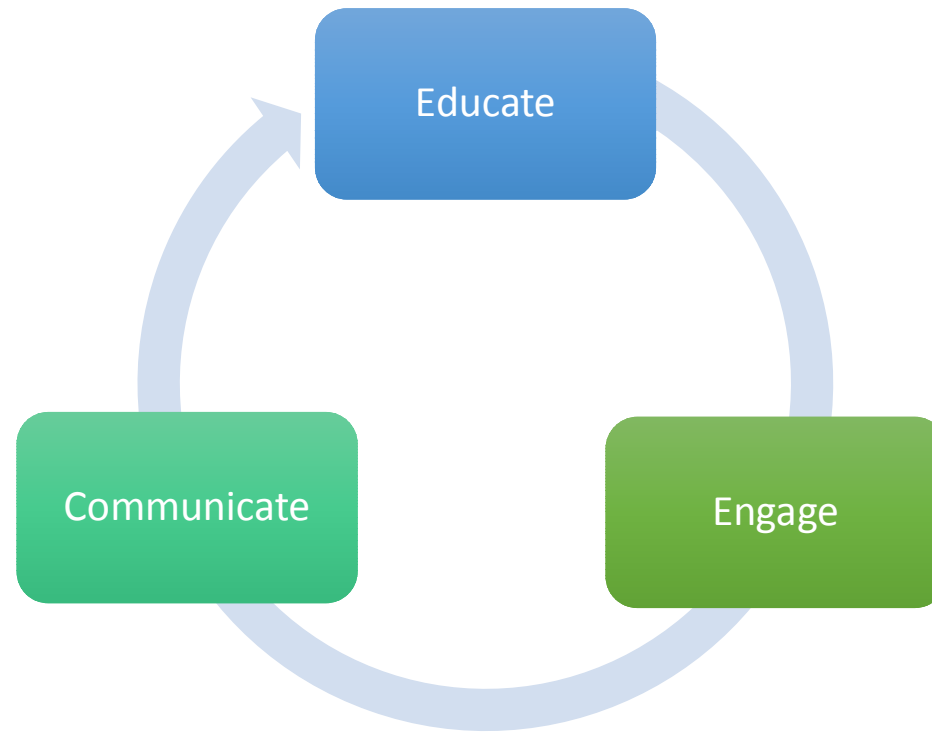
- What services the community need?
 - Current
 - Future
- What levels of service they need?
- What are they willing to pay for?
- What can the municipality afford in the long term?

How are you currently engaging the public on levels of service?

What is challenging about addressing levels of service with your community?

What are some of the successes
you had?

Public Communication and Engagement Process



Public Participation Policy

- MGA Section 216.1
 - July 23, 2018

Policy to identify:

- How municipalities will approach public participation and engagement
 - The types of approaches the municipality will use
 - The types of circumstances in which the municipality will engage public
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- Policy Development:
 - Asset management mindset
 - An ongoing process
 - Right people are involved
 - Evaluation process – measures of success

Step 1: Educate

- Build awareness on service delivery
- People must be equipped with knowledge to have meaningful conversation
- Council
- Public
- Tell a story
- Keep it interesting
- Use images



True - but without infrastructure, many of those societal benefits that we enjoy today would be nonexistent.

*Building Community Resilience Through Asset Management,
A Handbook & Toolkit for Alberta Municipalities*

Step 2: Engage

- Engage to understand:
 - Service Needs
 - Levels of Service
 - Willingness to pay
 - Evaluation – how did we do?
- Clarity
- Communicate how you would incorporate their input



*All I'm saying is: do they really
need a traffic light?*

Before starting the Engagement process:

1. Identify objectives
2. Know your audience
3. Identify effective and practical tools to engage
 - Make it fun!
 - Could be a phased approach

Don't wait until you have all the information! Use your community's capacity!

Step 3: Communicate



Paint the line a little lower ... it cost us a fortune in snow removal last year!

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- Ongoing communication about:
 - specific service and/or service delivery
 - Trade-off decisions
- Transparency
- Accountability
- Know your audience
- Use multiple tools
- Social media

Social media considerations

- Interactive
- Communication is two-way through public comments
- Opportunity to see what people are thinking – good and bad
- Opportunity to address misinformation and criticism
- Maintain “public face” as engaging, open and trustworthy
 - Social media administrator

Tips for Success

- You won't get it right the first time – be open to change
- Talk about services, not “asset management”
- Engage people in conversations about trade-offs
- Use several methods to reach different groups of people
- Arrange/find opportunities to include service delivery messages
- Don't forget, it's an ongoing process!

What benefits do you see to this approach?

What barriers do you see?

How can we deal with these challenges?

