



Community Outreach and Engagement



STAFF GUIDANCE DOCUMENT

Distribute copies of this completed document to the following staff upon completion of the project or completion of the initial outreach for a program or initiative:

- Director with accountability for the project
- Community Relations & Communications Director
- All project planning team members, including the Manager of Community Relations

UPDATED JANUARY 2019

ENGAGEMENT PLANNING TEAM



The following interests should be represented on the engagement planning team:

- project leader/manager (with decision making authority) *mandatory
- Manager of Community Relations
- Communications Department representative
- representation from all divisions which have a key role
- seek input from the Community Engagement Committee as directed by the CAO

Date of initial project team meeting: _____

List your engagement planning team members below:

Project lead*:		
Phone number	Email	Department/Division
Name:		
Phone number	Email	Department/Division
Name:		
Phone number	Email	Department/Division
Name:		
Phone number	Email	Department/Division
Name:		
Phone number	Email	Department/Division
Name:		
Phone number	Email	Department/Division
Name:		
Phone number	Email	Department/Division
Name:		
Phone number	Email	Department/Division

PROJECT OVERVIEW



▼ Please ensure this page is completed accurately as this information informs all key messages and communication both internally and externally.

Project name

Name the project for public communications purpose. The name needs to be clear and accessible, and specific enough for residents to know whether they will be impacted.

Location

If the project is place-based, the project lead should specify the location. If it is not location-specific, for example a policy, plan or bylaw, then the region of application should be specified.

Decision maker

The decision maker for the project is the person or authority making the final decision.

Decision statement / Intent of the initiative

The decision statement includes three important pieces of information: the decision maker, the intent of the project and the anticipated timeline.

Project brief

Brief description of the background and current status of the project.

LEVEL OF STAKEHOLDER IMPACT



The engagement planning team completes this checklist to determine the level of stakeholder impact and the appropriate level of engagement plan.

<i>Levels of impact</i>	Yes	No
There is a legal requirement to engage the community and/or stakeholders. <i>*If yes, this engagement level is at Inform. Aspects of the policy may be implemented only at the discretion of the Divisional Director.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Have all aspects of this project been decided by the project lead? <i>*If yes, this engagement level remains at Inform.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Can the public provide input and influence on an aspect of this project? <i>*If yes, this engagement level is Consult or higher.</i>	<input type="checkbox"/>	<input type="checkbox"/>
Stakeholders may be interested in or impacted by this project.	<input type="checkbox"/>	<input type="checkbox"/>
This project is high-profile and the community may care deeply about the project and the potential impacts.	<input type="checkbox"/>	<input type="checkbox"/>
There is a difficult history relating to this type of project in the community.	<input type="checkbox"/>	<input type="checkbox"/>
There are direct (real or perceived) impacts on a identifiable group.	<input type="checkbox"/>	<input type="checkbox"/>
There are direct impacts (real or perceived) on neighbourhoods.	<input type="checkbox"/>	<input type="checkbox"/>
There are direct impacts (real or perceived) on the entire community.	<input type="checkbox"/>	<input type="checkbox"/>

STAKEHOLDER IDENTIFICATION



The engagement planning team must identify the stakeholders impacted by this project or plan, determine the level of anticipated impact, and confirm the appropriate level of engagement using the **Spectrum of Engagement Chart** on page 6.

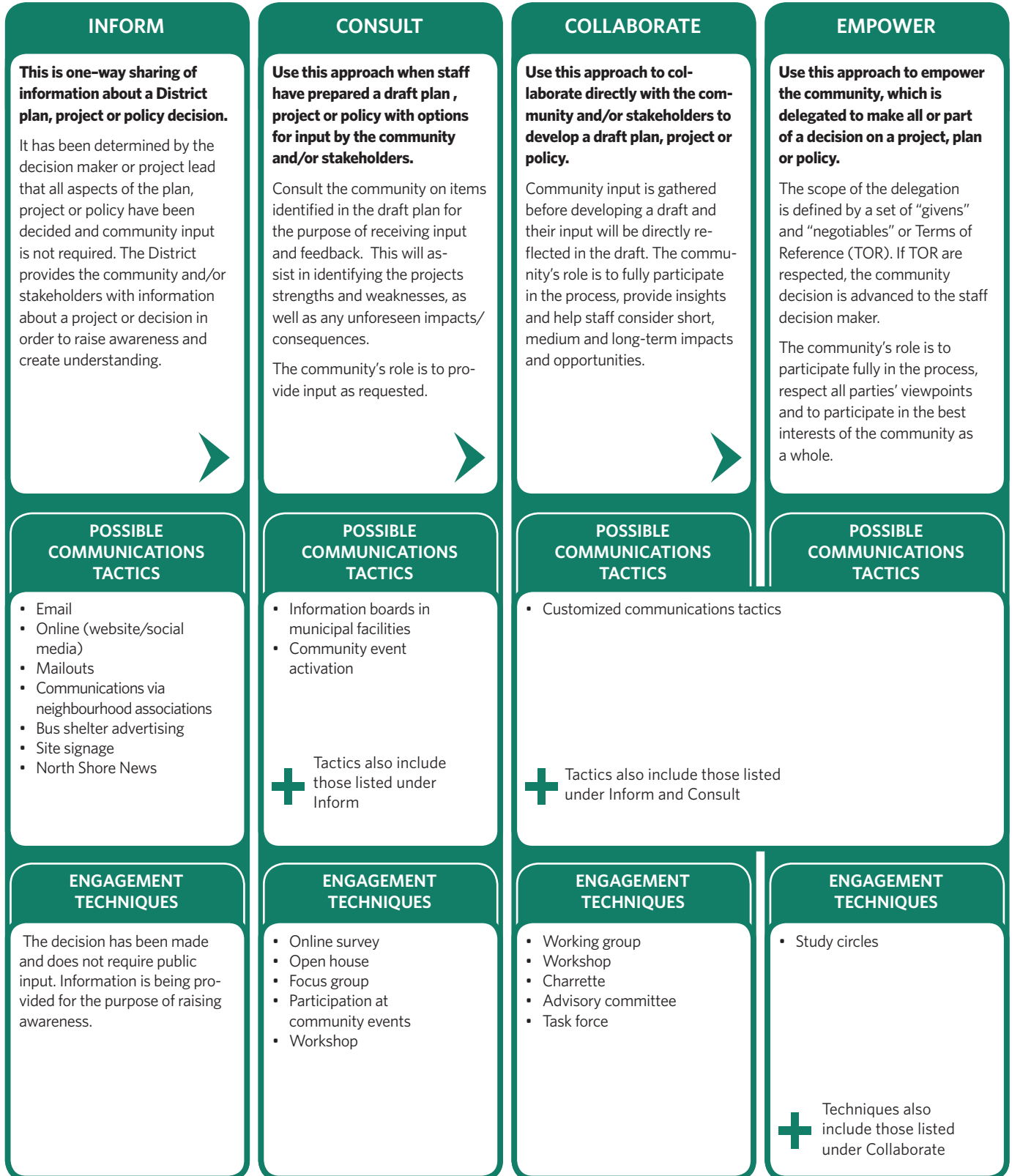
*Additional copies of this page may be necessary in order to identify all affected stakeholders.

Affected stakeholder group or individual	
Identified impacts (direct and indirect)	
Engagement level as determined by the project planning team	

Affected stakeholder group or individual	
Identified impacts (direct and indirect)	
Engagement level as determined by the project planning team	

Affected stakeholder group or individual	
Identified impacts (direct and indirect)	
Engagement level as determined by the project planning team	

SPECTRUM OF ENGAGEMENT



Community consultation plans for large scale projects or initiatives must be presented to the Community Engagement Committee for information. Contact Donna Powers at dpowers@westvancouver.ca

EVALUATE WORK TO DATE



Date:

Next Steps:

Date:

Next Steps: