PARK AND FACILITY DEVELOPMENT PROJECTS
COMMUNITY PUBLIC ENGAGEMENT PLAN TEMPLATE

Project Name | Project Classification

Welcome!

Thank you for your ideas to enhance opportunities in the community. The completion of this template is a required component of the Business Case for Community led construction and/or Neighbourhood Park Development projects. This template and the business case are to be developed and implemented together. The amount and kind of engagement to be done depends on the classification of your project (i.e., whether it is basic, intermediate, or extensive).

A key step in bringing your idea to life is gathering input from community stakeholders. As part of a community initiated project you may be required to plan, design, and implement a Public Engagement Plan.

The purpose of public engagement is to ensure the people who are interested in or impacted by a project can be involved. This Public Engagement Plan template will help guide you through the process needed for your project idea. Your City of Edmonton Liaison is available to assist you.

What will you find in this template?

Section A: Engagement Strategy
Section B: Engagement Activities

A: Engagement Strategy

A.1   Engagement Objective(s)

What will be achieved by engaging with community members and other stakeholders? Using the space below identify the engagement objectives.

A.2 Project Decisions to be made (decision-mapping)

List project decisions already made (you may or may not have made any)
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Use the table below to list the decisions public input will be gathered for and when the decisions will be made during the project, which may be in the first 3 phases of the project (strategy, concept, design).

Identifying Project Decisions		
Project Decisions	Phase	Role of the Public (Advise, Refine, Create or Decide)*
	Strategy	
	Concept	
	Design	

Role of the Public - Level of Influence: The following questions will help determine where on the public engagement spectrum each phase of the project falls.
- ADVISE: are community members and other stakeholders being consulted and sharing feedback and perspectives?
- REFINE: are community members and other stakeholders being involved to adapt and adjust approaches?
- CREATE: are community members and other stakeholders collaborating to develop and build solutions?
- DECIDE: are community members and other stakeholders empowered to make decisions directly or on behalf of the project or initiative?

A.3 Identifying Decision Maker(s)

Decision Making & Public Engagement	Strategy	Concept	Design
Decision: This is the decision being made at this phase of the project.			

Decision Maker: This is who makes the decision at this phase.	● *Community group*	● *Community group* ● *City has final decision-making authority*	● *Community-Led - community group* ● *NPDP - City*
Information (public input) Already Collected from community members and other stakeholders you can use to make the decision.			
Information (public input) Needed from community members and other stakeholders to make the decision.			
Public Engagement Commitment by Decision Makers: What will decision makers do with the input gathered?			

A.4 Participants, Audiences and Stakeholder Assessment

Who will be invited (community members and other stakeholders) to public engagement activities, how are they impacted or affected by the project, and what will be done to support their participation? Use one row per community or other stakeholder groups identified.

Community and Stakeholder Groups	How is this group affected?	What makes it hard for the group to participate?	How can this group be supported to participate?

Add additional rows as needed.

B: Public Engagement Activities

B.1 Public Engagement Activities

Describe the public engagement activities that will be used to get the input needed to make project decisions.

Activity:	Strategy Phase	Concept Phase	Design Phase
Public Engagement Activities			

Information participants need from us			
Materials			

B.2 How will we communicate about public engagement activities?

Use the table below to think about how and what will be communicated to community members and other stakeholders before, during, and after public engagement activities.

Communicating about your public engagement activities			
	Before public engagement begins	*While public engagement activities are happening*	*After you have completed public engagement activities*
Key Messages (2 or 3 things community members and other stakeholders need to know)			
How do the different audiences like to hear about what is happening?			
Communication activities and materials (used to communicate)			

B.3 Data Collection, Analysis and Reporting "WHAT WE HEARD"

Information (public input) will be collected from participants during public engagement activities. Use this table to plan how to collect, keep track of, and use the data.

Data that will be collected	How will it be recorded / analyzed?	How will it be used?	How will it be reported "What We Heard"	Where will it be reported?

Add additional rows as needed.

B.4 Engagement and Communication Timelines

Activity/Technique	Timeline
Prepare and complete the Community Public Engagement Plan	
Plan and design engagement activities (e.g. in-person, online components and market research)	
Create, design, print and distribute (where applicable) Public Engagement and communication materials such as display boards, fact sheets, information pamphlets, invitations, surveys etc.	
Communication/ outreach/ advertising about the engagement opportunities	
Implement engagement activities	
Analyze and report on results "What We Heard"	