

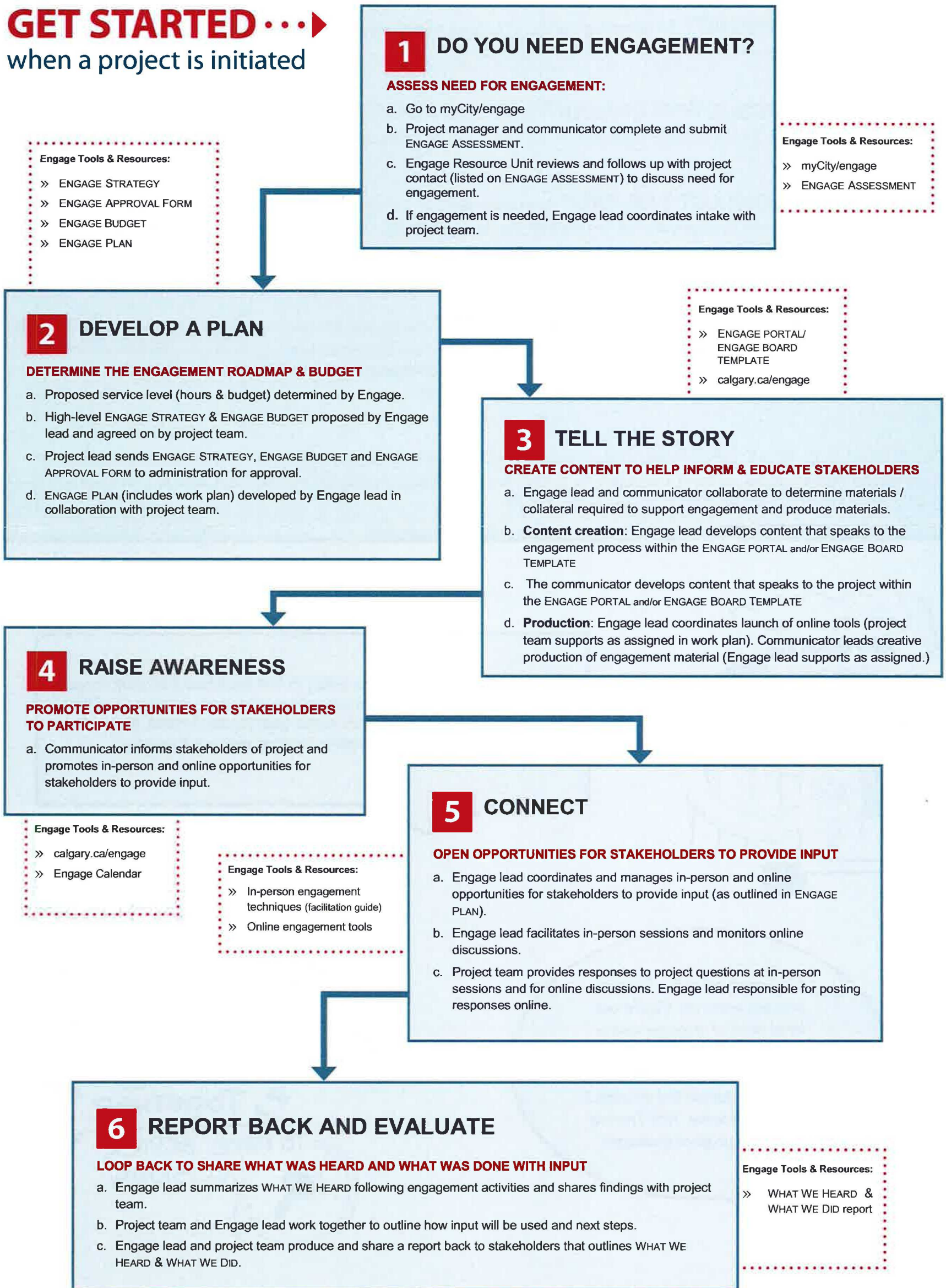


Engagement at The City

HOW IT WORKS



GET STARTED... ►
when a project is initiated





Engagement at The City

THE 5Ws OF ENGAGE

WHAT IS ENGAGEMENT? As defined at The City of Calgary, engagement is: purposeful dialogue between The City and citizens and stakeholders to gather information to influence decision making.

WHO IS RESPONSIBLE FOR CONDUCTING ENGAGEMENT AT THE CITY? The Engage Resource Unit is responsible for delivering engagement on any operational or capital project across The Corporation.

WHEN DO YOU CONTACT THE ERU? The project manager along with the communicator ideally will contact the Engage Resource Unit as early as project kick-off. We ask that you fill out the Assessment Tool to first determine if engagement is required, submit to engage@calgary.ca and you will be assigned an engage lead to consult with you within 2 day(s).

WHAT DOES THE ERU OFFER YOUR PROJECT? The Engage Resource Unit offers a coordinated approach of public engagement-related services tailored to meet our clients, stakeholders' and citizen needs in today's ever-evolving engagement landscape. We not only help project teams navigate the ins and outs of public engagement but also offer facilitation, strategy development, logistical event support, and advise on how to work with Council.

AND FINALLY, WHY ENGAGE? Not only does The City have an Engage Policy in place that all capital and operational projects must adhere to, but by conducting engagement, Council and Administration recognize that important decisions are improved by engaging citizens and other stakeholder groups where appropriate.



"Work collaboratively with [the ERU] to find solutions that work for you. They have the expertise, take advantage of it. And, at the end of the day, you still get to decide what works best for the project. It's really a win-win." —**Kristen Tuff, Calgary Awards project manager**

"Get involved in the Engage process early on. Figure out what level of engagement is required, and rely on the expertise of the ERU staff to guide and deliver the process."
—**David Kosior, NW Transit Review project manager**



Get started: [myCity/engage](https://mycity.ca/engage)