

## ENGAGE REVIEW DEFERRAL

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### EXECUTIVE SUMMARY

This report requests the deferral of the Engage Review report to the 2014 April 1 meeting of the Priorities and Finance Committee. When Council approved The City's *engage!* Policy in 2013 May, they requested a follow-up report on the implementation plan for the policy and the Engage Administration Framework. Progress on the project has been delayed due to the 2013 flood. The Engagement Resource Unit support model and online engagement tools are currently in testing and in pilot phases. This deferral will enable the final report on the Engage Review to include specific tools, tactics, and procedures for improving engagement activities at The City of Calgary.

### ADMINISTRATION RECOMMENDATION(S)

That the Priorities and Finance Committee recommends that Council approve Administration's request to defer the Engage Review report to the 2014 April 1 Priorities & Finance Committee meeting.

### PREVIOUS COUNCIL DIRECTION / POLICY

On 2011 November 18, Council approved NM2011-46 (paraphrased)::

*"that to better enable engage! Policy adherence, direct CSC to bring back a report of findings and recommendations for improvement to The City's engage! Policy, training, tools, and processes, before the end of September, 2012."*

On 2013 May 27, Council approved the recommendations in PFC2013-0235 (paraphrased):

1. Approve the *engage!* Policy CS009 (Attachment 1), after amendment of the definition for 'Engagement' as follows:  
*"Engagement" at The City of Calgary is defined as: **purposeful dialogue** between The City, **and citizens and** stakeholders to gather information to influence decision making; and*
2. Direct Administration to bring back an *engage!* Policy implementation plan – including the Engage Administration Framework, resourcing and budget implications, no later than 2013 December.

### BACKGROUND

Customer Service & Communications has been developing the Engage Administration Framework to enable improved engagement with citizens and stakeholders. The policy changes approved in 2013 May provide direction for engagement at The City of Calgary to be more focused to 'influence decision-making'.

### INVESTIGATION: ALTERNATIVES AND ANALYSIS

The Engage Administration Framework will be the guidebook directing Administration on how to conduct engagement, including planning, processes, tools and training. The inclusion of online engagement capabilities will be a critical component to enable more participation by citizens and stakeholders.

The flood in 2013 June required significant support from Customer Service & Communications staff, delaying progress on the Engage Review. Several 'pilots' of new tools (e.g. Engage

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Assessment Tool) and different types of engagement approaches (e.g. citizen-led, developer-led) are currently underway, as well as working with the Corporate Project Management Centre to integrate engagement practices into the project management process.

Deferral of the Engage Review report until 2014 April 1 will allow for further testing and analysis of various tools, models and procedures to complete the Engage Administration Framework, and to outline resourcing and budget implications for the 2015-2018 Business Plans and Budget.

### **Stakeholder Engagement, Research and Communication**

Not applicable

### **Strategic Alignment**

Not applicable

### **Social, Environmental, Economic (External)**

Not applicable

### **Financial Capacity**

**Current and Future Operating Budget:** Not applicable

**Current and Future Capital Budget:** Not applicable

### **Risk Assessment**

None as a result of the deferral request.

### **REASON(S) FOR RECOMMENDATION(S):**

The deferral of the update report on Engage Review will enable further testing of tools and procedures, resulting in a more complete Engage Administration Framework to be brought forward in 2014 April 1.

### **ATTACHMENT(S)**