



# Engagement Advisory Sub-Committee Report Attachment 4 (OPC2018-0940)



## Engagement Advisory Sub-Committee Mandate

- On 2018 April 23, Council approved a Public Engagement Approach to be undertaken by an Engagement Advisory Sub-Committee, such program to “reflect the diverse and varied interests of Calgarians and key stakeholders” and confirmed that the purpose of the program is to:
  - “inform and educate the public about the bid process;
  - seek public input into whether or not Calgary should submit a bid; and
  - identify issues, concerns and opportunities for stakeholders of a potential bid and respond to questions”.





# Engagement Advisory Sub-Committee Guiding Principles

- Council approved, as Engagement Advisory Sub-Committee guiding principles:
  - Accountable;
  - Citizen-centric;
  - Diversity;
  - Inclusive and authentic;
  - Neutrality;
  - Respect;
  - Responsive and committed;
  - Timeliness; and
  - Transparent.





# Engagement Advisory Sub-Committee Report (Attachment 4)

	Engagement Advisory Sub-Committee	City of Calgary
<b>Original Roles and Responsibilities</b>	<p><i>Lead:</i> Oversees engagement and communications, including a Request for Proposal and procurement for an external engagement and communications consultant, until the Bid Corporation assumes lead of the engagement process.</p>	<p><i>Lead:</i> Oversees the communications to inform citizens (accurate, timely, transparent) on the bid process and progress, The City's and citizens' role, and how to participate in the conversation.</p> <p><i>Support:</i> Provide input on engagement process and communications planning from a City of Calgary perspective.</p>
<b>Revised Roles and Responsibilities</b>	<p><i>Lead:</i> Oversees The City's engagement process, including a Request for Proposal and procurement for an external engagement consultant, <b>which will remain separate from Calgary 2026's community outreach efforts.</b></p> <p><i>Lead:</i> Sub-Committee members may seek assistance and advice of City of Calgary staff or other non-voting third-party advisors.</p> <p><i>Support:</i> Provides input on City communications that supports the engagement strategy.</p>	<p><i>Lead:</i> Oversees the communications to inform citizens (accurate, timely, transparent) on the bid process and progress, The City's and citizens' role, and how to participate in the conversation.</p> <p><i>Lead:</i> Oversees the communications support to the public engagement consultant and program, including building awareness of the engagement opportunities.</p> <p><i>Lead:</i> Conduct research to baseline and track citizens' knowledge of the bid process, including communication and informational needs.</p> <p><i>Support:</i> Provide input to the Engagement Advisory Sub-Committee on engagement process and planning from a City of Calgary perspective.</p>