



References: City of Kamloops - Public Engagement Handbook December 2013 (pages 14–15) and the IAP2 Spectrum of Public Participation. *Public refers to audiences being engaged.

LEVEL OF ENGAGEMENT	PUBLIC* PARTICIPATION GOAL	PROMISE TO THE PUBLIC*	EXAMPLES
INFORM	One-way communication providing balanced and objective information to assist understanding about something that is going to happen or has happened.	We will keep you informed.	<ul style="list-style-type: none"> • Advising the community of a situation or proposal. • Informing on a decision or direction. • Providing advice on an issue. • No response is required, although people are free to seek a further level of participation.
CONSULT	Two-way communication designed to obtain public feedback about ideas, including rationale, alternatives, and proposals to aid in decision-making.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	<ul style="list-style-type: none"> • Seeking comment on a proposal, action, or issue. • Seeking feedback on a service or facility. • Requiring a response, but limited opportunity for dialogue. • Option for people to seek a further level of participation.
INVOLVE	Participatory process designed to help identify issues and views to ensure concerns and aspirations are understood and considered prior to decision-making.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed, and we will provide feedback on how public input influenced the decision.	<ul style="list-style-type: none"> • Involving the community in discussion and debate. • Ensuring informed input through briefings and information. • Adopting a more personal and innovative approach through in-person contact and meetings/sessions that encourage participation. • Involving stakeholders at different times in the planning process (e.g. keeping them informed and enabling further comment).
COLLABORATE	Working together to develop understanding of all issues and interests with the intent to work out alternatives and identify preferred solutions.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	<ul style="list-style-type: none"> • Establishing a structure for involvement in decision-making (e.g. committee) • Enabling ongoing involvement and keeping informed. • Allocating responsibility in achieving initiatives.
EMPOWER	Empowering the community to develop solutions and implement them.	We will implement what you decide.	<ul style="list-style-type: none"> • Establishing a process that allows the public to make an informed decision. • Placing the final decision-making in the hands of the public through a vote/referendum.

METHODS OF ENGAGEMENT

Open Houses | Information Booth and/or Sessions | Stakeholder Meetings | Community Meetings
 Advisory Meetings/Working Groups | Panels | Charrettes | Surveys, Polls, Other Research | Council Highlights
 Press Releases | Social Media Posts | Notices to Residents | Notices to Motorists | City Page | Advertising
 Posters, Flyers, Other Printed Material | Press Events | Voting | Corporate Website | Let's Talk Website



For more information on the latest engagement initiatives and events, visit

LetsTalk.Kamloops.ca