

Community Engagement Strategy

Presentation to General Committee

February 1, 2010

“Building a Framework”

Inter-departmental Team

Overview

- 1 Getting Started
- 2 Project Scope - Objectives
- 3 Alignment to BMFT/NQI Priorities
- 4 Draft Principles
- 5 Community Engagement Model
- 6 Process to Undertake Strategy
- 7 Next Steps

Getting Started

- **Formation of Inter-departmental Team**
 - Recreation/Operations/Sustainability
Office/Communications/Planning/Culture/Library/
Contact Centre/Fire
- **Project Sponsor:** Commissioner of Community & Fire Services
- **Project Leads:** Lori Wells/Rhonda Bosch/Mary Creighton
- **Project Charter completed**

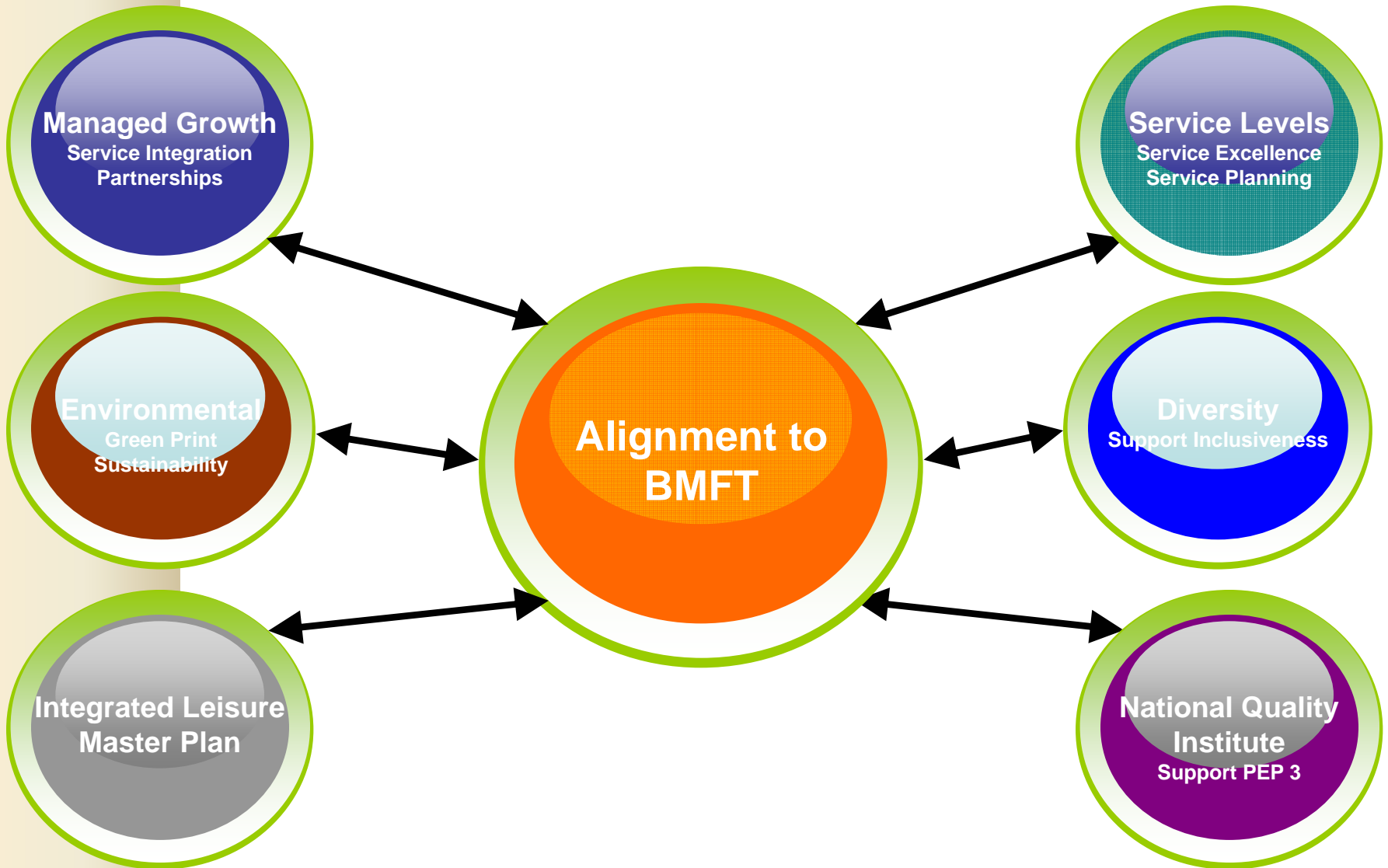
Building on Existing Efforts

- **Prior to the development of a formal community engagement framework, the Town of Markham regularly took on community engagement activities but did so generally in an informal, ad-hoc, and functional manner.**
- **The creation of a formal framework will provide greater guidance to staff, improve transparency to the public, and improve integration and information sharing across municipal departments and increase participation by citizens in Town activities.**

Community Engagement Project Scope

- The purpose is to develop a Community Engagement Plan by engaging staff involved in delivering service to the public in a collaborative and integrated manner.
- Community Engagement Strategy would include the following: *Community Engagement Framework – Alignment to Organizational Priorities, Guiding Principles, Model, Process, with Outcomes and Targets; Priorities, Training, Pilot initiative and reporting/accountability model.*
- Consultation with community partners, Region of York, social agencies, boards, York Region Board of Educations – Compass project and community leaders will be key to the process.
- Best practices from both within Markham and from other municipalities will be evaluated.

Municipal Services



Building Markham's Future Together

Towards a Sustainable Community

Expected Outcomes

- **Establish Neighbourhood Teams – consisting of staff from departments involved in direct service delivery and community partners from the Region of York – police, health, social services agencies, boards of education**
- **Undertake a Pilot Community Engagement Exercise in Milliken Community**
- **Use the lessons learned from the implementation of the pilot to fine-tune and finalize the Markham Community Engagement Framework**
- **Completion of a Markham Community Engagement Framework and Plan (Policy)**
- **Develop communication plan**
- **Regular reporting to the General Committee of Council**

Community Engagement

- **Working Definition:**

“Community Engagement: people working collaboratively, through inspired action and learning, to create and realize bold visions for their common future.”

Community Engagement Model

- *The process of community engagement is dynamic in nature.* **Our model for community engagement reflects five different stages of engagement, with successive levels involving higher degrees of community participation. Although the model is presented as continuum, it is not the case that the higher level of engagement is the goal at all times. Rather, each level focuses on the different type of engagement that might be most appropriate or desirable in any specific community engagement initiative.**

Proposed Community Engagement Model

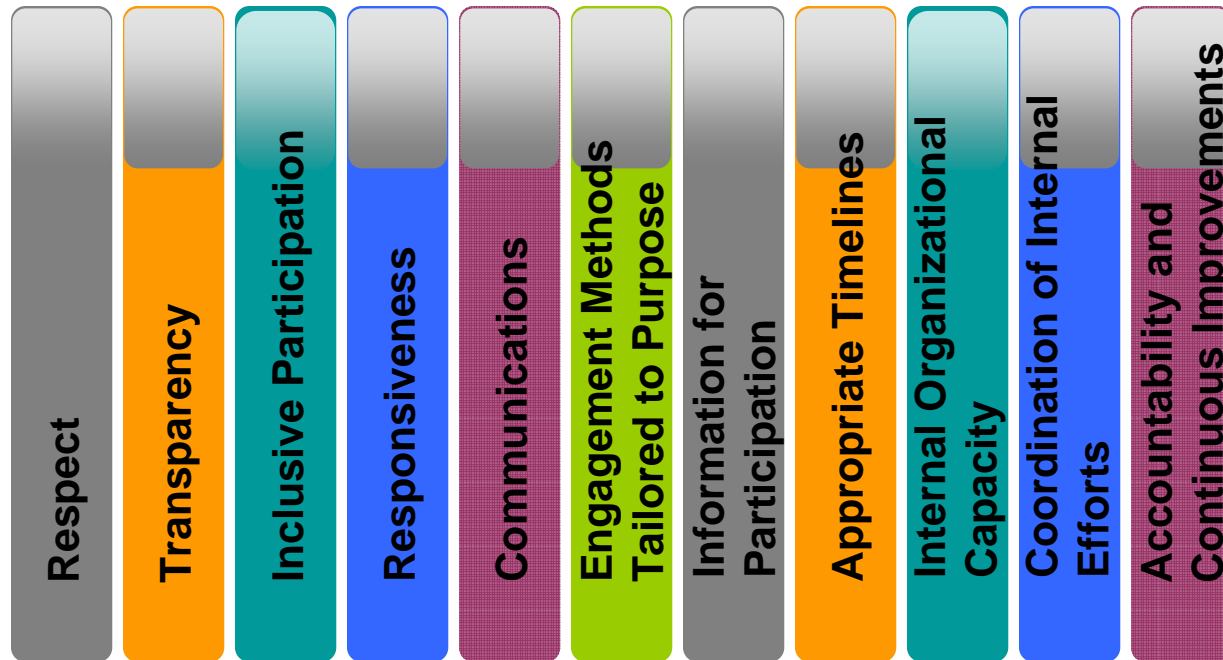


Levels of Engagement

Inform and Educate	Advise	Involve	Act Together	Community Directed
Share with the community by provide easy to understand information and education	Consult with the community on gaps in services, programs, policies and projects for which it has a direct interest	The community is asked to review a policy or program prior to implementation	Collaborate or partner in creating change in the community	Staff support enable the community to lead or develop a new service to address service gap

Draft Guiding Principles

These are the community engagement principles for the Town of Markham. They are important statements that are intended to guide the way in which the Town and all of its departments engage with communities



Process

Phase One

Clarity on Outcomes and Expectation
Team Formation

Phase Two

Made in Markham Solutions
Data Collection
Research Focus

Phase Three

Putting the Strategy Together

Phase Four

Pilot Neighbourhood team in Milliken Community

Phase Five

Evaluate Pilot
Implement Town-Wide

Next Steps

- **Undertake Phases Two to Five**
 - Complete research
 - Develop Strategy
 - Undertake Pilot
 - Evaluate Pilot
 - Implement Town-wide
- **Next update to General Committee - April**