Engage Resource Unit

Confederation Park Improvements // Engage Plan

Project Name:	Confederation Park Improvements	
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Project Rating:	**2A**
Approved by:	Project Manager

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Background

Project Background
(What is happening and why is it being done?)
The Confederation Park Management Plan was created in 2011 to direct future work within the park. The plan contains information about the park's history, features and amenities. It guides the development of The City's annual work plans for the management and maintenance of the park.

In Spring 2016, Parks will begin implementing improvements to Confederation Park to honour Canada's 150th anniversary in 2017, when commemorative celebrations will be held in the park. The work aligns with the Confederation Park Management Plan. |
| **Engagement Goals & Objectives** |
| (What are we asking stakeholders? How will this information be used by the project team?) |
| To incorporate citizen input, where possible, into selected improvement projects within the park. |

Approach

Stakeholders
(Who do we need to talk to? What relationship do they have to the project outcomes?)
- Park users   - Nearby community residents   - Nearby school students   - Neighbouring Community Associations   - Special interest groups
Engagement Strategy
(What are the engagement considerations and our resulting high-level engagement approach?)
Given the constraints presented by budget, timelines, and the existing management plan, the project team will choose a few components where the public can contribute to decisions about how (e.g.: design, theme, other) items are implemented.

These opportunities to participate will be coordinated with other proposed touchpoints (e.g. volunteer opportunities, memory/historical story collection) to the project. |

In order to increase stakeholder and public accessibility to information and engagement opportunities, three in-person sessions are planned:
- February 2016: Information session informing citizens of work that will be completed in the spring 2016
- June 2016: Public engagement and information session that will be supplemented by an online suite of tools
- June 2016: Rosemont School engagement session that will be supplemented by an online suite of tools

Targeted stkeholders who may have unique considerations will be met with on an individual basis by Parks in advance of the public sessions.

Risks	Mitigation
• Stakeholders may want decisions from the Management Plan opened for re-consideration	• Largely addressed through project communications that all improvements, whether open to public consultation or not, are selected from within the existing Management Plan.
• Stakeholders may want improvements that are beyond the project scope.	• Present options that have been vetted by Parks' to ensure that all options open to input are economically and technically feasible.

Engagement Tools & Techniques
(How will you engage with stakeholders?)

• In-person sessions
     o In-person information session is on Feb. 4, 2016
     o In-person public engagement session June 9, 2016
     o In-person engagement session at Rosemont School June 13, 2016
 • Online commenting tool, June 10 – July 10, 2016
 • Targeted meetings with selected stakeholders, eg: Community Associations with facilities located in the park.

Reporting & Evaluation

Report Backs
(How and when will we report back to stakeholders?)
Decisions regarding improvements will be communicated through: • Community Newsletters • Via e-mail to stakeholders and citizens who signed up for project updates
Evaluation
(How will we know how we've done?)
• Comments at in-person events

Responsibility for implementing the engagement tools and techniques that will be used to achieve the engagement goals and objectives can be found on the next page, Engagement Implementation Matrix

Engagement Implementation Matrix

Engagement Implementation Schedule (Who are we talking to, about what, how, when, and who is responsible?)				
Engagement Tools / Tactics	**Stakeholders**	**Input Sought**	**Responsibility**	**Date**
Targeted stakeholder meetings	• Community Associations • Special interest groups (eg: environments, park users, social recreations, etc)	In advance of public launch to provide project information, and to solicit feedback on items (not open to public input) that may impact certain groups.	Parks	Prior to Feb. 4
Information Session	• Citizens	None. Information about upcoming opportunities to be provided along with project information	Parks	February 4, 2016
Public engagement and information session	• Citizens	Report-back on which improvements will be moving forward. Solicit feedback on selected items where input can be incorporated.	Parks/ ERU	June 9, 2016
Engagement session at Rosemont School	• Citizens	Report-back on which improvements will be moving forward. Solicit feedback on selected items where input can be incorporated.	Parks/ ERU	June 13, 2016
Online commenting tool (TBD)	• Citizens	Report-back on which improvements will be moving forward. Solicit feedback on selected items where input can be incorporated.	Parks/ ERU	June 10 – July 10, 2016
What we Heard and Did Report	• Citizens	None. Reporting on decisions made with stakeholder input and implementation schedule/ or next steps.	ERU/ Parks	July 27, 2016

Engagement Work plan

Engagement for Confederation Park Improvements - Canada 150

Targeted Stakeholder Meetings	Information Session	Open House	Rosemont School Session	Online Tool	Report-back
Invite to targeted stakeholders	Decide format	Decide format for event	Decide format for event	Select tool	Summary of analyzed feedback
Conduct meetings	Develop project information content	Decide format for feedback collection method	Decide format for feedback collection method	Re-purpose content developed for in-person event to program tool	Clean verbatim comments
Incorporate and report-back on feedback received/ used	Review event materials	Develop project information content	Develop project information content	Test tool	Write draft report
	Event logistics (booking, catering, equipment, etc)	Develop Engagement content	Develop Engagement content	Launch/ Monitor/ Close tool	Approve and post report
	Set-Up/ Conduct/ Take-down event	Review event materials	Review event materials	Transcribe feedback	
		Event logistics (bookings, catering, equipment, etc..)	Event logistics (bookings, catering, equipment, etc..)	Analyze feedback	
		Set-Up/ Conduct/ Take-down event	Set-Up/ Conduct/ Take-down event		
		Transcribe feedback	Transcribe feedback		
		Analyze feedback	Analyze feedback		

Conducted with ERU input/ work

Plan version 2.0