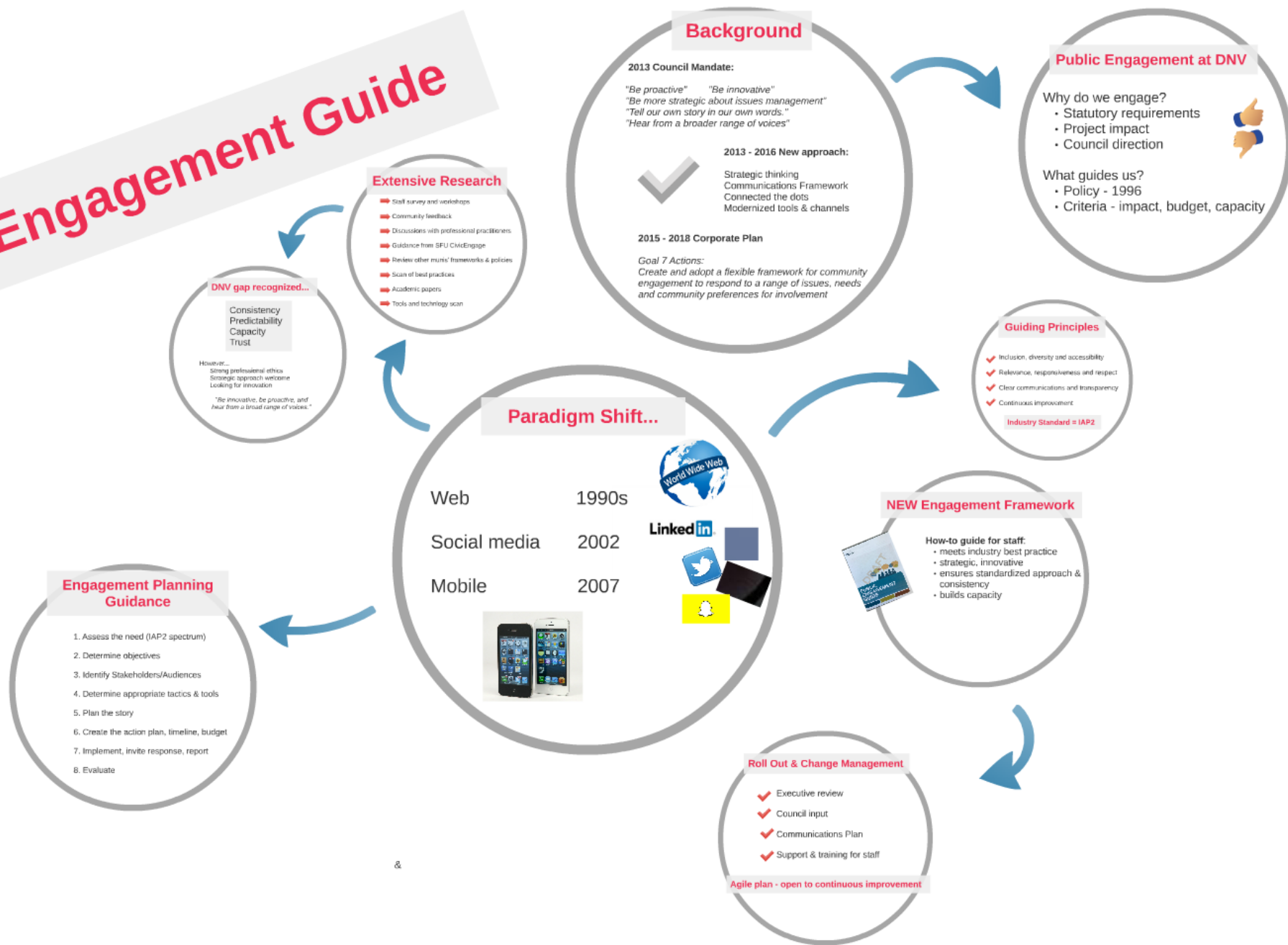
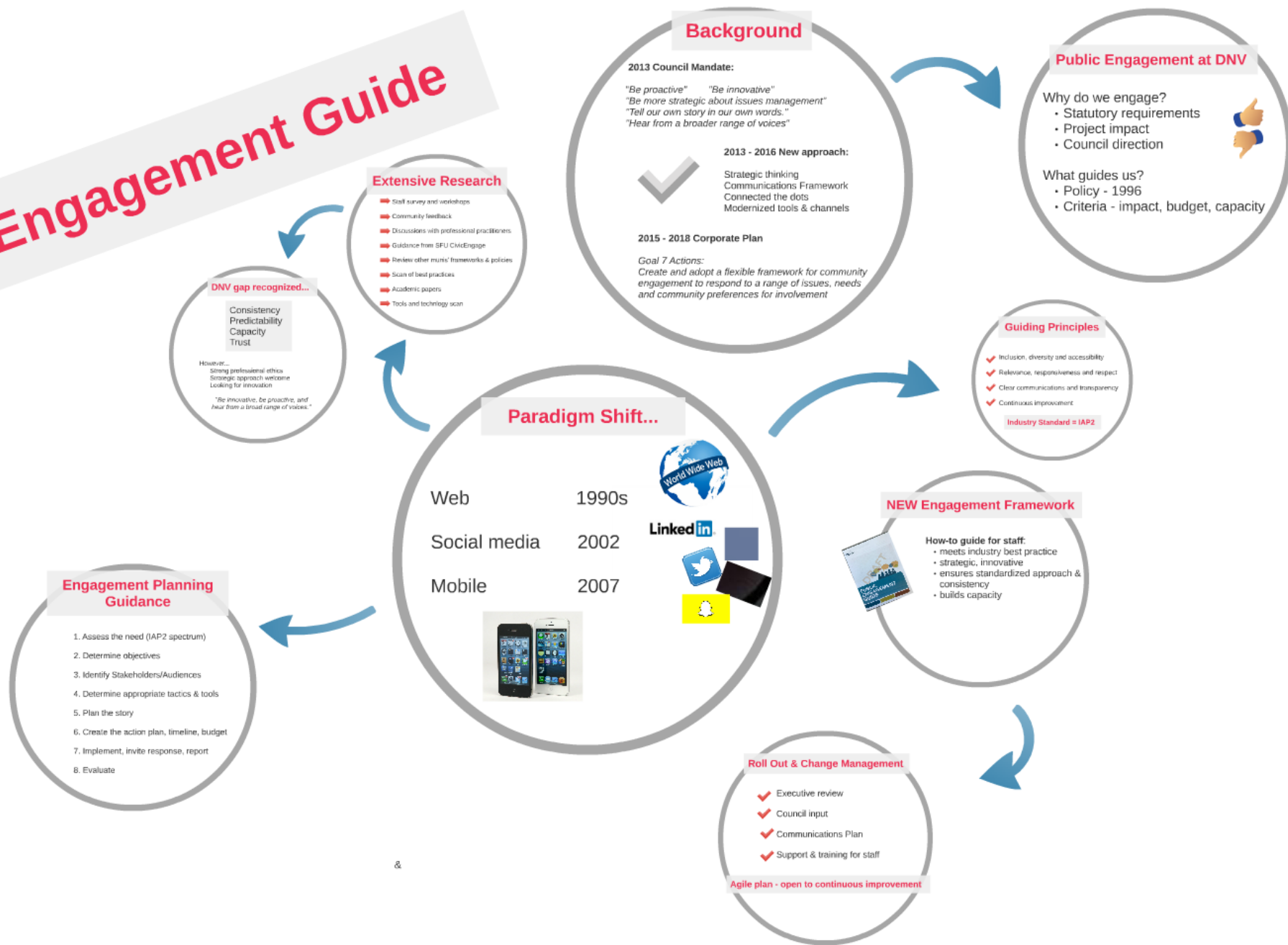


# DNV Engagement Guide



# DNV Engagement Guide



# Background

## 2013 Council Mandate:

*"Be proactive"      "Be innovative"*  
*"Be more strategic about issues management"*  
*"Tell our own story in our own words."*  
*"Hear from a broader range of voices"*



## 2013 - 2016 New approach:

Strategic thinking  
Communications Framework  
Connected the dots  
Modernized tools & channels

## 2015 - 2018 Corporate Plan

### Goal 7 Actions:

*Create and adopt a flexible framework for community engagement to respond to a range of issues, needs and community preferences for involvement*



## Public Engagement at DNV

Why do we engage?

- Statutory requirements
- Project impact
- Council direction



What guides us?

- Policy - 1996
- Criteria - impact, budget, capacity

# Paradigm Shift...

Web 1990s



Social media 2002

LinkedIn



Mobile 2007



# Extensive Research

- ➡ Staff survey and workshops
- ➡ Community feedback
- ➡ Discussions with professional practitioners
- ➡ Guidance from SFU CivicEngage
- ➡ Review other munis' frameworks & policies
- ➡ Scan of best practices
- ➡ Academic papers
- ➡ Tools and technology scan

## DNV gap recognized...

Consistency  
Predictability  
Capacity  
Trust

However...

Strong professional ethics  
Strategic approach welcome  
Looking for innovation

*"Be innovative, be proactive, and  
hear from a broad range of voices."*

# Guiding Principles

- ✓ Inclusion, diversity and accessibility
- ✓ Relevance, responsiveness and respect
- ✓ Clear communications and transparency
- ✓ Continuous improvement

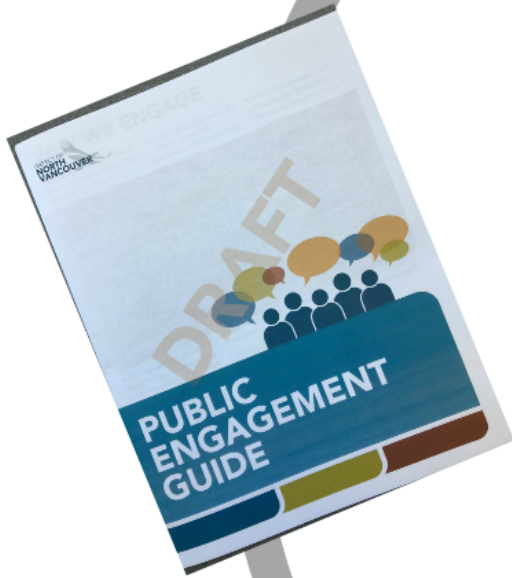
**Industry Standard = IAP2**



# NEW Engagement Framework

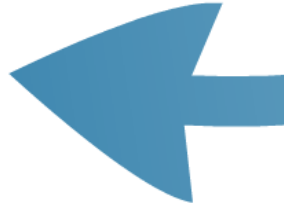
## How-to guide for staff:

- meets industry best practice
- strategic, innovative
- ensures standardized approach & consistency
- builds capacity



# Engagement Planning Guidance

1. Assess the need (IAP2 spectrum)
2. Determine objectives
3. Identify Stakeholders/Audiences
4. Determine appropriate tactics & tools
5. Plan the story
6. Create the action plan, timeline, budget
7. Implement, invite response, report
8. Evaluate



## Roll Out & Change Management

- ✓ Executive review
- ✓ Council input
- ✓ Communications Plan
- ✓ Support & training for staff

**Agile plan - open to continuous improvement**

# DNV Engagement Guide

