DNV Engagement Guide

2013 Council Mandate:
- "Be predictive" - "Be innovative" - "Be more strategic about business management" - "Tell our own story in our own words" - "Tackle from a broader range of values"

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 in response to a range of challenges, needs and community preferences for involvement

Guiding Principles:
- Inclusion, diversity and accessibility
- Relevant, responsiveness and results
- Clear communication and transparency
- Industry standard - API2

NEW Engagement Framework
- How to guide for staff:
  - Identify, prioritize, task
  - Strategic, innovative
  - Using standardized approach & consistency
  - Guides capacity

Roll Out & Change Management:
- Executive review
- Council input
- Communications Plan
- Support & training for staff
- Agile plan - open to continuous improvement

Background

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
Mobile 2007

Engagement Planning Guidance
1. Assess the need (API2 spectrum)
2. Determine objectives
3. Identify stakeholders/Audiences
4. Determine appropriate tactics & tools
5. Plan the story
6. Create the plan, timeline, budget
7. Implement, media responses, report
8. Evaluate
DNV Engagement Guide

Background

2013 Council Mandate:
"Be visible"  "Be innovative"  "Be more strategic about business 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
Mobile 2007

Engagement Planning Guidance

1. Assess the need (IP2 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. Implementation, media response, report
8. Evaluate

Guiding Principles
- Inclusion, diversity & accessibility
- Beliefs, experiences, values
- Clear communication and transparency
- Industry Standard + IP2

NEW Engagement Framework

How to guide for staff:
- meets statutory legal practices
- strategic, innovative
- achieve standard approach & consistency
- builds capacity

Outlining:

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

Agile plan - open to continuous improvement

Extensive Research

- Conduct consumer research
- Conduct exit feedback
- Focus groups with potential participants
- Review of non-media landscape
- Review other in-house frameworks & policies
- Scant of these practices
- Audience points
- Tools and company aims
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
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
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
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
Background

2013 Council Mandate:
- "Be proactive" "Be innovative"
- Be more strategic about business management
- "Tell our own story in our own words."
- "Enter a broader range of voices"

2013 - 2016 New approach:
- Strategic thinking
- Communications Framework
- Connected markets
- Modernized tools & channels

2015 - 2018 Corporate Plan

Goal 7 Actions:
Create and adopt a tenable framework for community engagement to respond to a range of interests, 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

Guiding Principles
- Inclusion, diversification, accessibility
- Reliability, responsiveness and results
- Clear communication and transparency
- Continuous improvement
- Industry Standard

NEW Engagement Framework

How to guide for staff:
- meets statutory, local, social, practice
- engages, innovative
- utmost, standard approach & consistency
- builds capacity

Engagement Planning Guidance

1. Assess the need (AP2 spectrum)
2. Define the objectives
3. Identify stakeholders/audiences
4. Determine appropriate tactics & tools
5. Plan the story
6. Create the action plan, timeline, budget
7. Implementation, media response, report
8. Evaluate

Paradigm Shift...

Web 1990s
Social media 2002
Mobile 2007

Extensive Research
- Self-survey, focus groups
- Community feedback
- Interviews with key stakeholders
- Analyze non-DNV stakeholder groups
- Review other industry frameworks & policies
- Scour the web
- Auditors' points
- Sense and awareness scan

DNV gap recognition...

Consistency
Predictability
Capacity
Trust

Debrief - getting advanced notice
5 lessons learned, lessons learned
"By innovation, be proactive, and
now the paradigm shift of 2013..."