

SASKATCHEWAN
WASTE
REDUCTION
COUNCIL



Fall 2009 Waste
Minimization
Forum

Jan Enns, MA
Principal

Jan Enns
Communications

janenns@shaw.ca

Public Consultation in in 10 Easy Steps

Planning for successful
public engagement

Jan enns
communications



CONSULTING • TRAINING

Welcome!

- Expectations
- Experience ranked 1-10
- Definition of public consultation
- Record and appoint reporter





What is Public Consultation

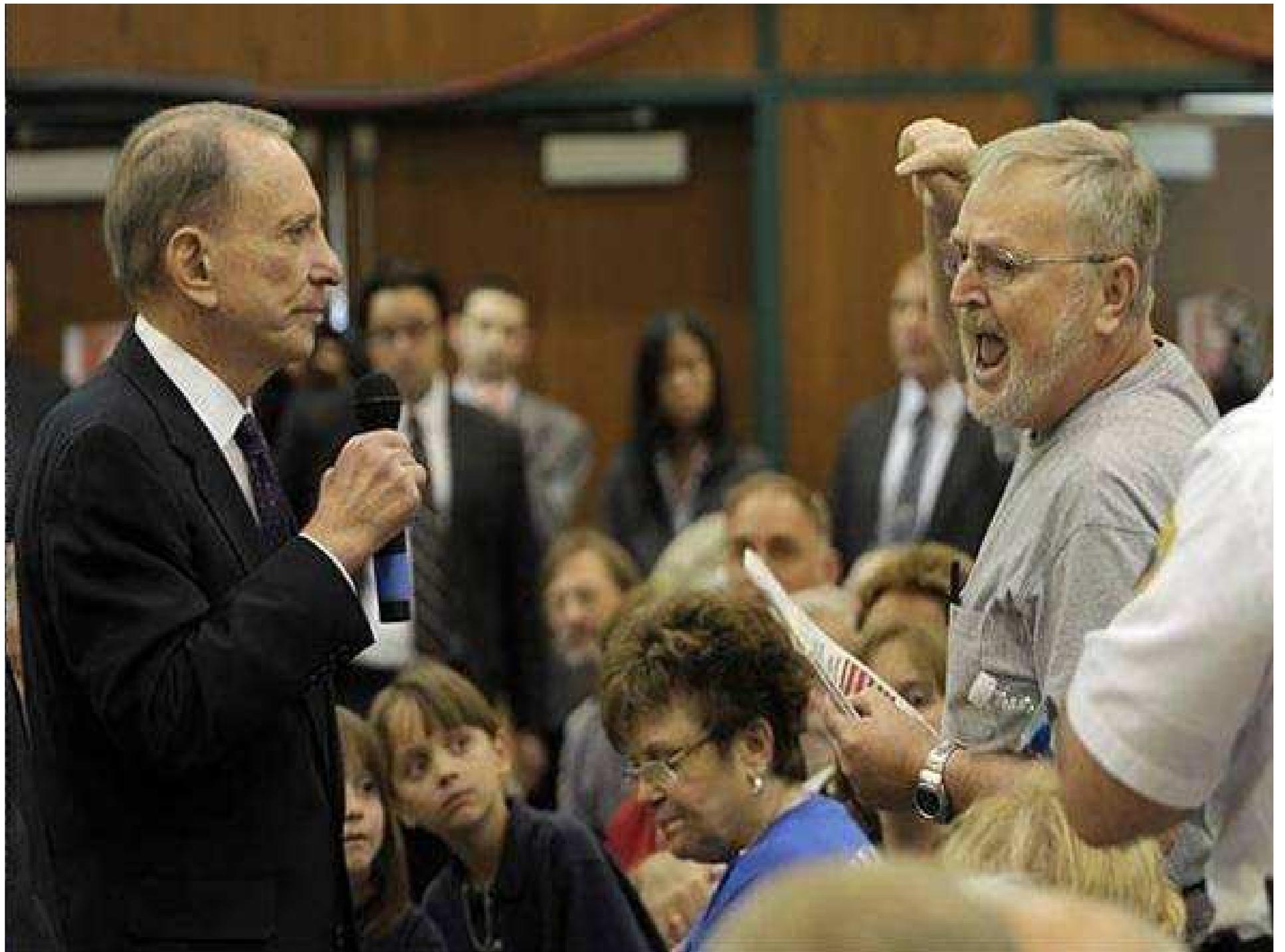
- Consultation vs. communication
- Purpose-driven
- Statutory vs. non-statutory



Why Necessary

- Effective decision-making
- Issues management
- Influences outcomes
- Reputation management
- Public demand





When

- Starting
- Stopping
- Changing



City of Estevan “Compromises on Front Street Collection”

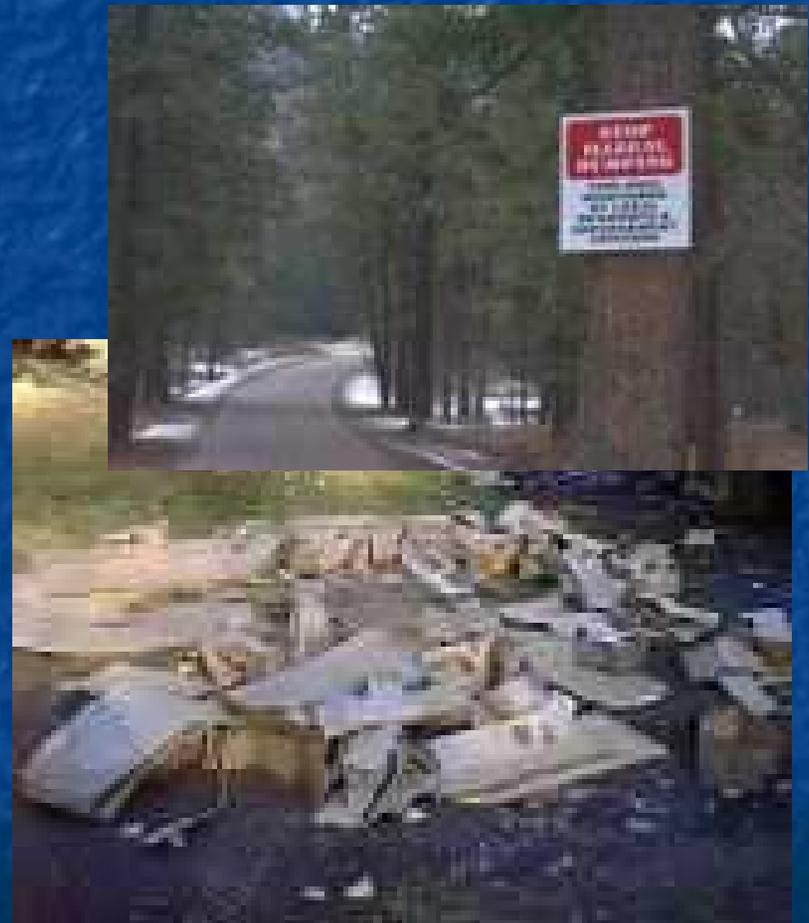
“The City agrees that there should have been more public consultations and facts provided to residents so that they could make an informed decision.”

Ten Steps

1. Purpose
2. Audience
3. Level of consultation
4. Key messages
5. How to consult
1. How to collect feedback
2. How to promote
3. Timelines
4. Action plan
5. How'd you do?

Step 1: What is your purpose

- What do you need to know?
- What is open and what is fixed



Step 2: Who is your audience

- Who should be consulted and why
- Both internal and external
- What do you know about them
- What are barriers and benefits for each audience

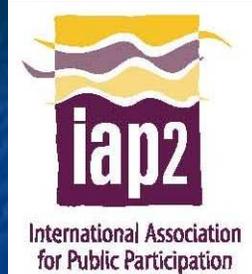


Step 2: Who is your audience

The “No Surprise Rule”

Step 3: What level of consultation

www.iap2.org



Increasing Level of Public Impact

**Public
participation
goal**

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

➤ Choose:

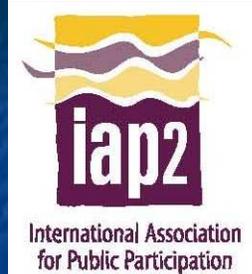
- Topic or problem
- Audience
- Barrier and benefit
- Level of consultation
- Report out



Photo: Kip Franz, Kelowna Daily Courier

Step 3: What level of consultation

www.iap2.org



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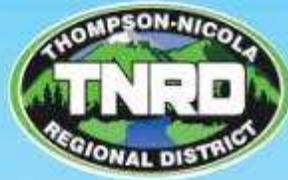
To place final decision-making in the hands of the public.

Step 4: What are your key messages

- Why are you doing this and why it is important to “me”
- Be clear on how info will be considered and/or used
- KISS - write appropriately for your audience
- Pre-test the message



It's time to talk trash!



Planning for the Future of our Garbage

We want to hear from you!

Join us at an Open House near you. Learn more about options for reducing, recycling, and managing waste and provide your feedback on the Draft Regional Solid Waste Management Plan. Help meet our goal to reduce waste by an additional 30% and keep a lid on taxes!

Attend an Open House near you!

Hours: 6:00 pm to 8:00 pm with a presentation at 7:00 pm

Kamloops Hours: 4:00 pm to 8:00 pm with presentations at 5:00 pm and 7:00 pm

DATE	COMMUNITY	LOCATION
Mon. Oct. 30	Blue River	Blue River Community Hall
Wed. Nov. 1	Clearwater	The Pit, Clearwater Secondary School
Thurs. Nov. 2	Barriere	Barriere Lions Hall
Mon. Nov. 6	Clinton/70 Mile House	Clinton Memorial Hall
Tues. Nov. 7	Ashcroft/Cache Creek	Cache Creek Community Hall
Wed. Nov. 8	Lytton/Spences Bridge	Lytton Anglican Parish Hall
Tues. Nov. 14	Merritt	Days Inn Banquet Room
Wed. Nov. 15	Chase/Pritchard	Chase Community Hall
Thurs. Nov. 16	Kamloops	Best Western Towne Lodge, 1250 Rogers Way
Mon. Nov. 20	Logan Lake	Logan Lake Recreation Centre - Upper Lounge
Tues. Nov. 21	Sun Peaks/Heffley Creek	Hearthstone Lodge - Combined Meeting Room (Sun Peaks)
Wed. Nov. 22	Savona	Savona Senior's Centre
Thurs. Nov. 23	Westwold	Westwold Community Hall

Can't make it? Review the info online at www.tnrd.bc.ca and email your comments to talktrash@tnrd.bc.ca by December 2, 2006.

See over for more information about planning for the future of our garbage.

A program of the TNRD and Member Municipalities • www.tnrd.bc.ca • 1-877-377-8673



Deciding our future

How will we:

- Reduce the garbage we produce
- Deal with sewage
- Manage growth in the region

Throughout 2009 Metro Vancouver will be hosting public meetings to discuss issues critical to the future of our region.

Spring Series – Our focus is on the Zero Waste Challenge, Liquid Waste Management and the Metro Vancouver 2040 – Draft Regional Growth Strategy.

Please join the discussion and give us your ideas.



Spring Series

To secure a seat registration is encouraged. For copies of the draft plans and more information, please visit www.metrovancouver.org Or call: 604.432.6200

Step 5: How will you consult

- Open Houses
- Town Hall Meetings/ Public Info Meetings
- Advisory Committees, workshops
- Stakeholder-specific meetings as groups or as individuals
- Focus groups, "super" groups
- Online methods
- Tours, events, etc



Support with materials

- Displays and panels
- Easy-to-read background info
- Presentations
- Meet and greet
- Treats!



LET'S TALK TRASH



Highlights of Phase 3 Options: Future Advances in Technology

Reducing Greenhouse Gases and looking at new technology can help develop sustainable programs to manage our waste now, and for future generations

- Investigate ways to reduce or reuse landfill gas emissions
- Explore options for managing waste closer to home, like local processing facilities for recycling or composting organics

The options in Phase 1 and 2 save more in CO² emissions in one year than the amount generated by 6000 Honda Civics!



Step 6: How will you collect feedback

- Qualitative or anecdotal
 - ***What*** is their opinion
- Quantitative or statistically valid
 - ***How many*** feel a certain way
- Combine for best results

Step 6: Collect Feedback (continued)

- Surveys and Feedback Forms
 - Print
 - Electronic voting
 - Face-to-face
 - Exit-survey
 - Online



Step 7: How will promote

- Advertising
- News releases and public service announcements
- Media 'events', news conferences, interviews
 - Invitations, letters, emails, posters
 - E-newsletters, Twitter, Facebook, Social Media





SEARCH

Quicklinks



> Home Page > Citizen Services > Environmental Services > Environmental Strategic Plan

► DRAFT Environmental Context Report - [PDF]



Email



Print

Environmental Strategic Plan



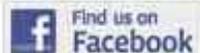
E-Update Newsletter

A great way to stay connected with what's going on in your city.

[Sign up now!](#)



Find us on Facebook



City of Port Coquitlam on Facebook



twitter

[Follow us on Twitter](#)



Tip: Promote the process!



Try it!

- Use same topic or problem and audience
- How will you consult?
- How will you collect feedback?
- How will you promote?
- Report out 😊

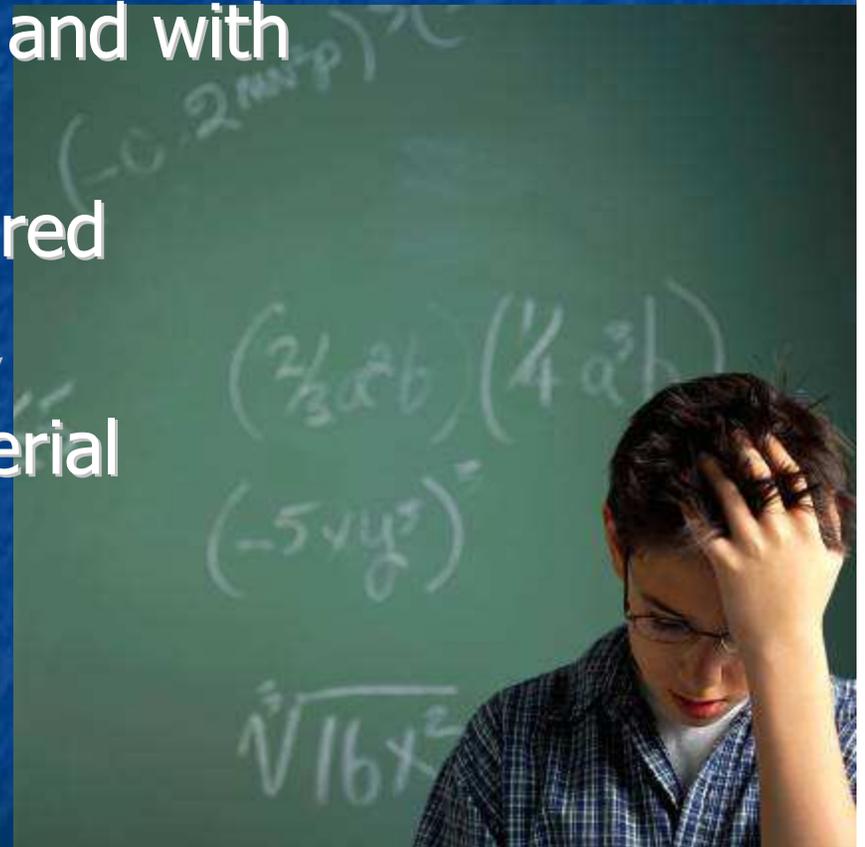
Step 8: What's your time frame

- Ensure a start and finish date
- Indicate where, how and when to return feedback forms
- Allow for late feedback forms
- Indicate timelines for reporting out results
- Describe next steps



Step 9: Create an action plan

- Who does what by when and with what
- What resources are required
- Book venues, equipment, advertising, promotional material production



Step 10: How did it go?

(You Made It!)

- Planning: Monitor during and after
- Process: What worked and what didn't
- Outcome: Did you achieve your objectives
- Report out on your results
- Celebrate your successes



For More Info



Jan Enns, MA

Principal

Office: 250-769-3627

Cell: 250-808-3667

Email: janenns@shaw.ca