

November 13, 2019

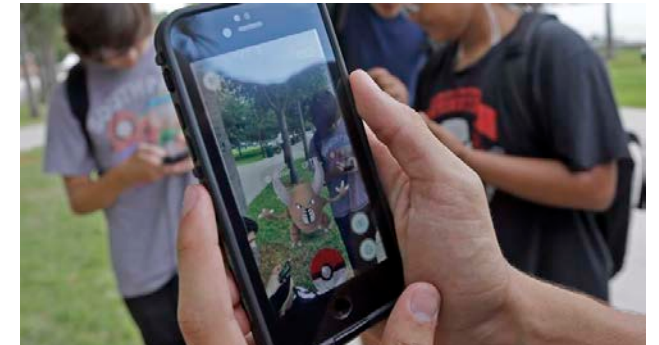
Public Engagement: Project Complexity Matrix Workshop



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Public engagement is changing

1. Government and increasing demand for public input
2. Technology and life emboldened by social media
3. Demographics, diversity and inclusion
4. The geography of Hamilton
5. Busyness of life and priorities
6. Legislated/non-legislated engagement
7. Engagement beyond STPs - community voices



Our Future Hamilton 25-year Community Vision



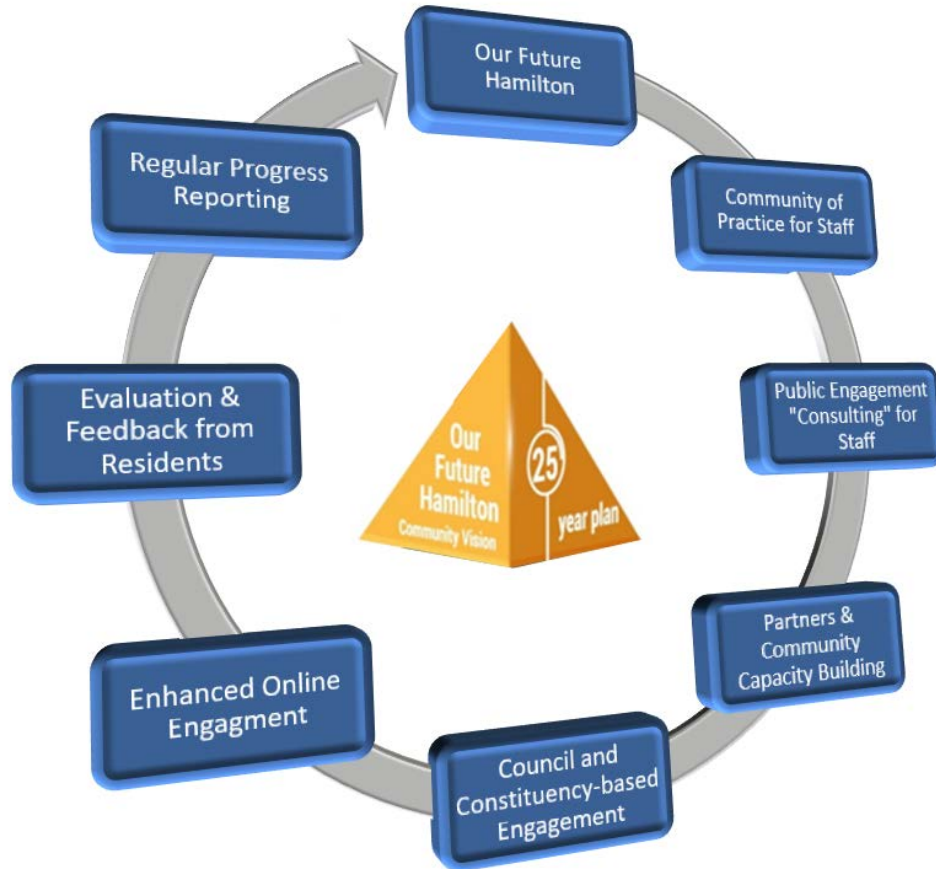
54,332
People Engaged
in Total



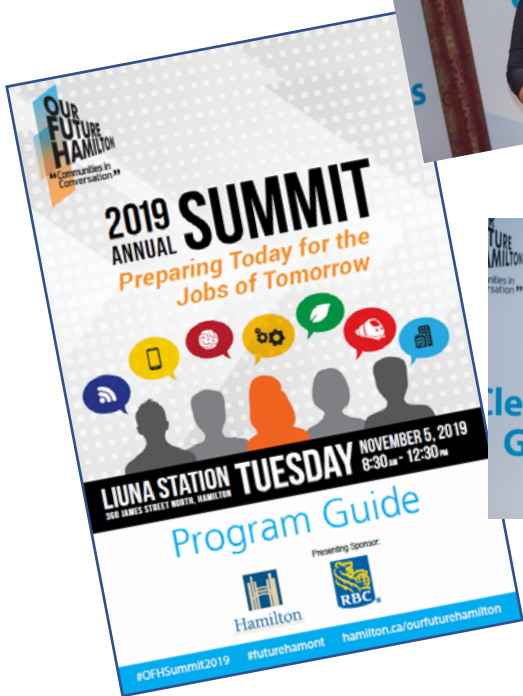
Our strategy and performance



Implementation Framework



Our Future Hamilton Annual Summit – project legacy



450+
PARTICIPANTS

50
ROUND TABLES

#OFHSummit2017
#OFHSummit2018
TRENDED
No. 1 IN HAMILTON No. 2 IN CANADA

Communities of Practice – project legacy



**Public Engagement
Community of Practice**



**Project Management
Community of Practice**

Public Engagement Complexity Matrix

WORKSHOP



Increasing Level of Public Participation Impact

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> • Fact Sheets • Awareness Campaigns • Web sites • Open houses • Information Kiosks • Telephone hotlines • Direct Mail/Email • Progress Reports 	<ul style="list-style-type: none"> • Listserves • Social Media • Comment forms • Focus groups • Surveys • Interviews • Public meetings • Symposiums 	<ul style="list-style-type: none"> • Twitter town halls • Online idea forums • Workshops • Deliberative polling 	<ul style="list-style-type: none"> • World Cafes • Open space meetings • Citizen advisory committees • Consensus building • Participatory decision-making 	<ul style="list-style-type: none"> • Focused Conversations • Steering Groups • Citizen juries • Steering groups • Ballots • Delegated decision

Public Engagement Spectrum					Score	Weighting	Comments
Inform = 4%	Consult = 8%	Involve = 12%	Collaborate = 16%	Empower = 20%		20%	Hover/ clickable for all
Public Engagement Direction: Legislated / Non-Legislated / City Leadership directed					Score	Weighting	Comments
No specific direction = 2%	SLT/Departmental/Divisional direction = 4%	Council-Directed but not legislated = 6%	Legislated but not Council-directed = 8%	Legislated & Council Directed = 10%		10%	
Public Engagement Timeframe					Score	Weighting	Comments
< 3 months = 2%	3 – 6 months = 4%	6 – 9 months = 6%	9 – 12 months = 8%	> 1 year = 10%		10%	
Public Engagement “Operating” Budget only (such as ads, promos, food, workshop, public meetings, etc.,) Excludes other project budget such as staffing, consultants, etc.					Score	Weighting	Comments
\$0 - \$5k = 2%	<\$5k-\$10k = 4%	\$10K-\$20K = 6%	\$20K-\$40K = 8%	>\$40K = 10%		10%	
Public Engagement Scope Flexibility					Score	Weighting	Comments
Public engagement scope is subject to change once project starts (5%) or it's fixed/not subject to change (0%) Y/N						5%	
Project teams and key stakeholders – internal and external					Score	Weighting	Comments
Internal project committee exists / will be created involving multiple divisions or departments (0% or 5%) Y/N						5%	
External project Committee exists/ will be created involving residents or other community stakeholders (0% or 10%) Y/N						10%	
Public Engagement Risk Factors Assessment					Score	Weighting	Comments
A	Councillor / Ward consideration (at least two councillors are involved, or engagement would be done in at least two City wards)					5%	
B	Local Print Media (local / print media interested and would likely be writing about or following the initiative)					5%	
C	Social Media (public engagement incorporates social media or residents will likely talk about the initiative via social media)					5%	
D	Local Advocacy/Activism (known residents who are local advocates or activists will likely be interested in the initiative)					5%	
E	Equity, Diversity & Inclusion (EDI lens required to demonstrate public engagement importance, outreach and success)					5%	
F	Engagement blowback (there likely would be a major public blowback or backlash if the project didn't meet engagement expectations)					5%	
TOTAL						100%	

Scoring, Assessment & Feedback

Public Engagement Complexity Matrix – Scoring & Assessment

< 50% = Normal public engagement complexity and standard risk = 1
 50-65% = Reasonably complex and reasonably risky public engagement = 2
 65-75% = Complex and risky public engagement = 3
 75-85% = Very complex and very risky public engagement = 4
 > 85% = Extremely complex and extremely risky public engagement = 5

1	2	3	4	5
< 50%	50-65%	65-75%	75-85%	> 85%

Public engagement / Project Management tools for consideration		1=Normal	2=Reasonably Complex	3=Complex	4=Very Complex	5= Extremely complex
	Public Engagement tools					
1	Project brief					
2	Public engagement plan					
3	Equity, Diversity & Inclusion (EDI) / Anti-Racism Anti-Oppression ARAO training					
4	Transgender policy / protocol training					
5	Indigenous engagement strategy					
6	Lived-experience learning / direct engagement					
7	Social media policy review / training					
8	Stakeholders' management strategy					
9	Public engagement evaluation chart					
10	Project legacy / regular feedback mechanism					
	Project Management tools					
1						
2						
3						

Thank You!

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