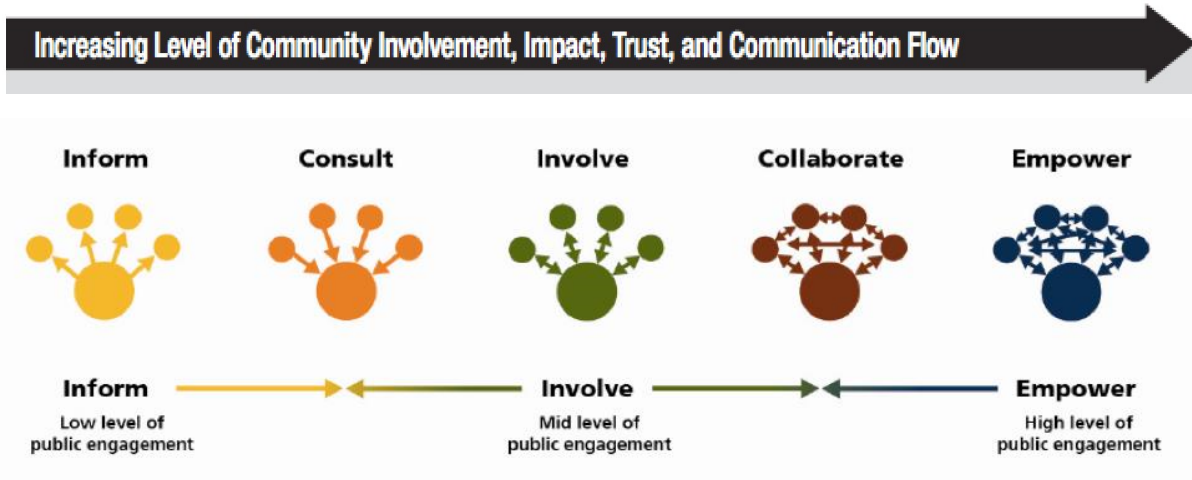


Community Engagement Spectrum



Some Community Involvement	More Community Involvement	Good Community Involvement	Even better Community Involvement	Strong Community Involvement
Communication only flows one-way to provide the community with balanced information. Can establish channels for future two-way interaction	Communication flows to the Community and back, seeking answers. Designed to obtain public feedback to inform decision-making. Develop connections	Communication flows two-ways. Participatory communication designed to help identify issues and views and understand community concerns prior to decision-making. Some partnership. Building. Some development of trust	Communication habitually flows two-ways. Working together in partnership with the community to develop understanding of issues and identify preferred outcomes. Involves more intense partnership building and increased development of trust	Opportunities and resources for the local community to contribute to solutions by valuing local talents and skills and acknowledging the capacity of the community to be decision-makers in their own lives. Broader outcomes established for all stakeholders. Strong two-way communication and high levels of trust established.

The framework above draw from the International Association of Public Participation (IAP2) model and is considered the gold standard for Community Engagement.

Goals Relating to Different Levels of Participation

Level 1. Inform	<i>The goal will be to keep all stakeholders informed by providing balanced, honest and objective information, and promoting understanding of all the different aspects of the Council's work.</i>
Level 2. Consult	<i>The goal will be to obtain public feedback on analysis, alternatives and/or decisions.</i>
Level 3. Involve	<i>The goal will be to work with the public throughout the engagement process, to ensure that concerns and aspirations are consistently understood and considered.</i>
Level 4. Collaborate	<i>The goal will be to partner with stakeholders in each aspect of the decision, including development of alternatives and identification of preferred solutions.</i>
Level 5. Empower	<i>The empowerment goal will be to place final decision-making in the hands of stakeholders</i>