


Community Engagement

Citizens, stakeholders and the City of Vaughan



Community Engagement



The process by which citizens and stakeholders **learn** together and **work** together on behalf of their communities and in **collaboration** with their local government to create and realize **sustainable and future-defining visions** for the community.

Corporate Policy

- Stakeholder and Community Engagement Policy
- Our formal commitment
- A directional process based on internationally recognized standards, best practices and methodology
- Considers the needs and aspirations of Vaughan staff and the public
- Anchors the City's Community Engagement Framework



Foundational Beliefs

- City building is a collective effort
- Vaughan values the voice of its citizens
- Everyone has wisdom to contribute to support sustainable decision-making
- Constructive dialogue that is open, transparent, accessible and inclusive makes for better decision-making

IAP2

- International Association of Public Participation (IAP2) – iap2.org
- Internationally recognized best practices for engagement – the “gold standard”
- City staff have participated in professional skills and knowledge development through interactive, practitioner-endorsed and IAP2-licensed training and have successfully received internationally recognized certificates of completion
- VOR engagement specialists must have IAP2 knowledge and training

Outputs/Outcomes

- A multi-faceted and overbuilt approach
- Seek out opportunities to engage:
 - with Vaughan’s **diverse** community
 - with a **variety** of stakeholders
 - beyond the “**usual suspects**”
 - internally with **employees**
- Promote participation through various channels, new digital options
- Engage at convenient times/places to increase participation
- Promote a go-to-where-the-public-is approach
- Provide strategic advice and support to staff

Data Driven (2015-20)



Engagement champion hired (late 2017)

Strategy, document development (2019)

Updated municipal benchmarking (2020)



Forward Together

- Community engagement fundamental to city-building
- Is all about upholding democracy
- Is an exercise in relationship-building and creating a culture of trust and understanding between citizens and their local government
- All about welcoming the public into the crucial conversations that will shape the city they know and love — the city of Vaughan





Thank You.

