



**Public & Stakeholder Engagement Requirements  
for conducting public engagement  
on behalf of the City of Winnipeg**

- 1.1 The Proponent shall reflect the principles and intent of the City of Winnipeg’s [Engage Winnipeg Policy](#).
- 1.2 The Proponent shall develop materials to plan and prepare for public engagement and shall use the templates provided when available:
  - (a) public engagement strategy
  - (b) event promotion plans
  - (c) detailed event plans
- 1.3 The Proponent shall develop communications and public engagement materials and shall use the templates provided when available:
  - (d) website content, website updates, content for online engagement opportunities;
  - (e) content for engagement events (virtual or in-person);
  - (f) updates to stakeholders and the public;
  - (g) content for multiple and varied methods of notification and promotion for upcoming engagement activities.

1.2 The Proponent shall allow time in the project schedule for engagement materials to undergo review and the steps necessary following review (not all items are relevant to all projects):

<b>Task</b>	<b>Approximate timeline</b>
Material development	Multiple weeks
Technical review	At least one week
Office of public engagement review	Several days
Communications review	At least one week
Finalizing materials after review	Several days (could be longer depending on the volume and complexity of the comments)
Translation	At least one week (depending on the volume and complexity of materials)
Printing and mailing	At least one week
Final adjustments and web programming	Several days
Promotion	At least two weeks before the first event
Closing survey/online engagement	At minimum one week after the last event



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- 1.2 All materials shall be produced so they are easy for the public to understand (plain language content) and should avoid technical terms or jargon whenever possible. All materials must be reviewed for correct spelling, punctuation, and grammar before submission to the City.
- 1.3 The Proponent shall develop a comprehensive stakeholder list, along with contact information and will conduct a stakeholder mapping exercise. The Proponent shall update and maintain the list throughout the Project, logging communications with stakeholders and members of the public.
- 1.4 Stakeholders may include (but are not limited to):
  - (i) Other levels of government;
  - (ii) General public;
  - (iii) Neighbourhood associations and organizations;
  - (iv) Schools, community groups, youth groups;
  - (v) Seniors service organizations, elderly care centres;
  - (vi) Social services agencies, advocacy groups, and other interest groups;
  - (vii) Rightsholders and Indigenous organizations.
- 1.5 A detailed event plan and agenda are required for all events (in-person and virtual). A virtual event practice session should be scheduled in advance of a virtual event with enough time to allow for adjustments to the plan and resolution of any technical issues.
- 1.6 All stakeholder lists, contact information, and correspondence with stakeholders and the public shall be tracked by the Proponent. The Proponent shall provide all tracking information to the Project Manager at the end of the Project. Stakeholder and public tracking logs and lists may be requested by the Project Manager during the Project.
- 1.7 The Proponent shall use City templates, where available, and branding for developing project materials.
- 1.8 The Proponent shall provide regular project updates to those who subscribe for project updates.
- 1.9 The Proponent shall digitize all information gathered at public engagement events in accessible, machine-readable format and shall compile and analyze the results using a consistent and systematic process for both qualitative and quantitative data.
- 1.10 The Proponent shall ensure all information received through the engagement process is analyzed and organized in a way that allows information to be analyzed and understood by the project lead and team.
- 1.11 A public engagement summary shall be posted publicly following each public engagement phase so that stakeholders and participants can see how input and feedback has been considered. Summaries should include, but are not limited to: a project background; a description of the public engagement methods including promotions and communications as well as a description the public engagement events with attendance numbers and dates; a table of input and how it was considered and next steps.
- 1.12 Near the end of each phase of engagement, the Proponent shall evaluate whether the public engagement objectives were reached. If engagement objectives were not reached, the Proponent shall present a plan for doing further work within that phase or for adjusting the plan for the next phase of engagement.
- 1.13 All raw data including verbatim comments and scans of hard copy surveys shall be provided to the City at the end of the Project. The Proponent shall redact all offensive or identifying information from all verbatim feedback.



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- 1.14 In some cases, a final public engagement report is required. The report should provide a record of promotion and communication activities, dates of events, attendance numbers, catalogues public input and Project response to it, summary of findings and detailed analysis of any feedback provided. The public engagement report will be posted publicly online. The public engagement report should be accompanied by a plain language summary. Reports should include, but are not limited to: a project background; a description of the public engagement methods including a detailed record of all promotions and communications as well as a description the public engagement events with attendance numbers and dates; cataloguing public input and project consideration/response to input; a summary of findings and results; lessons learned and next steps.