

Format	Four 180 - minute classes. All lectures will be delivered in person.
Class Assessment	Group Assignment on developing a Public Engagement Plan including report (max. 10 pages) and in-class presentation (60%) and Class Participation (40%)

COURSE OVERVIEW

Public interest is a fundamental consideration for the planning profession. Engaging with and consulting the public and stakeholders whether in the public or private sector is a key role that planners undertake. This module will explore public engagement techniques and the role of the “planner” to provide for meaningful public participation by examining engagement methods and how these are used in the context of land use planning, infrastructure and environmental planning and social planning. Public Participation will be reviewed with an emphasis on skill development through the interactive discussion of tools and techniques and hands-on in class learning. The course will provide students with an understanding of how to use tools and techniques to inform and engage with different audiences including public meetings, visioning workshops, pop-up sessions, design charrettes and stakeholder focus groups and meetings. Techniques and formats for both in person and virtual engagement will be explored. Virtual engagement methods will include approaches, formats and success factors for online public meetings, live presentation and various public feedback collection mechanisms.

LEARNING OUTCOMES

- To develop an understanding of what constitutes effective engagement and meaningful public participation.
- To develop an understanding of considerations for selecting participation methods for public input.
- To become familiar with approaches and how to evaluate the use of different techniques in various settings.
- To become familiar with steps for developing an engagement plan including communication methods, stakeholder mapping, and feedback mechanisms.
- To practice skills for participating in public engagement processes.

COURSE TOPICS

- **Use of Public Participation Techniques including face to face and virtual engagement.**
Review of the continuum of public participation, what constitutes a consultation plan, who are the key audiences, what are the different tools and techniques and considerations for selecting approaches. This will include tools for running effective public meetings and sessions, ways to create a climate for effective participation and pitfalls to avoid. Virtual engagement techniques for conducting online public meetings and virtual stakeholder engagement will also be explored.
- **Participation Techniques in Community and Land Use Plan-Making**
Review of approaches for plan-making including public meetings and community visioning used in planning policy, redevelopment, and strategic initiatives. Methods explored will include ways to plan and deliver effective public meetings, workshops, planning a design charrette and group dynamic techniques.
- **Participation Techniques in Environmental Planning**
Review of public participation techniques in the context of controversial environmental processes and infrastructure planning and sustainability through broad stakeholder involvement. Methods will include in-person and digital engagement for garnering input from the public and stakeholders through public meetings, the use of public opinion surveys, advisory committees and working groups.
- **Participation Techniques in Housing and Human Services**
Students will review public participation techniques that foster partnerships and capacity for change with an emphasis on how to hold constructive conversations and dealing with NIMBYism.

COURSE READINGS

David Gordon and Gerald Hodge, The Texture of Participation in Community Planning, Chapter 12 in *Planning Canadian Communities*

James Creighton, Public Meeting Tools in *The Public Participation Handbook* (available in PDF download)

IAP2 Public Participation Spectrum (available in PDF download)

Additional material will be referenced with best practice examples of different techniques.