

101 Guiding Principles

The Department follows four guiding principles for community engagement. Using these guiding principles for your project can help ensure effective outcomes and adherence to the Department’s policy on community engagement. The Public Engagement Resource Guide provides guidance, tools, and resources on how to apply these principles to your project and includes examples that illustrate best practices in the implementation of these principles.

Community engagement is two-way communication aimed at incorporating the views, concerns, and issues of the public into the decision-making process.



Guiding Principles for Community Engagement

Guiding Principle	Description
<i>Process</i>	Community engagement should be continuous through all phases of a project, allowing the public to hear and be heard through the project life cycle. Community engagement should be thought of as on-going communication that provides information to and receives information from the public during planning, project development, design, construction, and maintenance.
<i>Defining Stakeholders</i>	Public involvement should include all decision makers, those who will be affected and those with an interest in the project, such as community leaders, property owners and tenants, business owners, user groups, and the general public.
<i>Outreach Tools and Techniques</i>	Use the most appropriate technique for each audience. Knowing the community helps determine the most appropriate outreach techniques and establish the measure to evaluate those techniques.
<i>Documentation</i>	A project record shows that public comments have been heard and ensures that commitments will be carried into the next phase of the project. Documentation shows that a process was used to evaluate alternatives and determine solutions.