



# Including public voices in city building

A crash course in designing successful public engagement processes. Learn from Amanda Mitchell, Public Engagement Specialist from Vancouver.

City building is not a simple affair. Cities are complex systems, home to a diversity of people with different experiences, interests, and perspectives. Changing existing communities can come with backlash if the change is not well understood or supported. Yet changes are required if we stand a chance of responding to the pressing challenges of the day.

How do we best introduce change into our communities? How do we create new plans or policy changes from neighbourhood growth plans to climate change plans that are publicly supported? How can we involve people in shaping these changes? And how can we encourage people who don't traditionally participate in public engagement processes to get involved?

Public engagement is a tool to bring the public's voice to city building. When implemented well, it is a way to ensure resulting decisions work for the intended audiences. It is a way to include public input to shape the change, and people are more open to change if they have had a hand creating it. However, if public engagement is not done well, it runs the risk of fracturing trust and stalling projects.

## This one-day course will provide city builders with a high level overview of how to successfully design and implement a public engagement process.

At the end of this course, participants will be able to:

- Define public participation and understand the benefits of involving the public in the creation of municipal policies, plans, and design projects
- Identify members of the public who should be included and understand any barriers to participation
- Know how to evaluate a public participation project and report back to those who participated
- Articulate the decision-making steps in a project
- Create objectives to guide public engagement
- Participants will also come away with a list of tips that the instructor has learned from over 13 years designing meaningful public engagement processes.
- Understand how to select engagement tactics to best include feedback from the identified audience
- Understand how to select outreach tactics to best reach the identified audience

### Structure of the course

Content will be taught in a dynamic way using lectures, discussions, small group exercises, and individual reflection. The instructor will share her own experiences while drawing on the experience in the room. Throughout the day, participants will be able to apply their learning to a case study of their own choosing – which is a tremendous opportunity to advance thinking on a project in development.

### Who should take this course?

This one-day course is geared towards city builders – policy makers, municipal staff, engineers, planners, designers and developers.

### Course date, fee, location, and registration

Location: Clarion Sign, Östra Järnvägsgatan 35, Stockholm

Date: 2019-09-17

Fee: 8500 SEK excl. VAT

Registration: [utbildning@actinate.se](mailto:utbildning@actinate.se)

---

## About the trainer

Amanda Mitchell is a public engagement coach, trainer and advisor who lives in Vancouver, Canada on the unceded and traditional territories of the Musqueam, Squamish, and Tsleil-Waututh Nations. She is passionate about cities and the bulk of her experience has been working with local governments, providing strategic advice on engagement processes.

Amanda abides by the “teach a man to fish” mantra, and thrives working with practitioners to fine-tune their skills. She has been delivering public engagement trainings for five years, drawing on her 13 years of experience working as a practitioner. As a trainer, Amanda creates a learning environment that is relevant, experiential and draws on the experience in the room. She has led trainings in British Columbia, at conferences across North America and in Scandinavia. She has been a licensed International Association of Public Participation (IAP2) Foundations trainer since 2018. Amanda is a strong believer in peer-to-peer networks and has helped to establish a community of practice for Canadian municipal public engagement practitioners to get advice from peers in other cities.

As a Public Engagement Specialist at the City of Vancouver, Amanda acts as an internal advisor, trainer and coach to staff across the organization who are managing public engagement processes. Prior to this role, Amanda managed the public engagement process for the City of Vancouver’s Greenest City Action Plan. Before joining the City, Amanda worked with BC communities to embed sustainability principles into long range planning policies through her roles at Smart Growth BC and the Design Centre for Sustainability at the University of British Columbia.



---

## About the organizer

Ann-Kristin Belkert is the founder and CEO of Actinate AB. She is an expert in sustainable cities and business development. Her clients are municipalities, construction companies, real estate corporate groups, government ministries, government agencies, the National Courts Administration, universities and others.



Ann-Kristin’s main skills are collaboration processes and goal-steering. She has had a long experience in developing and organizing training programs, networks and conferences. Ann-Kristin has 20 years of experience from the City of Uppsala, as a consultant and business developer at WSP and as a Director at Sweden Green Building Council. She initiated and had the main responsibility of the development of the Swedish certification scheme Citylab.

---