

PUBLIC ENGAGEMENT

Across the cases¹, hearing and incorporating perspectives from a range of citizens accelerated the policy development process, strengthened public buy-in and supported city council decision-making. In addition, public engagement was used as a strategy to help change social perceptions.

A range of partners engaged the public during active transportation policy development, including:

- ➔ City staff
- ➔ Consultants
- ➔ Academic institutions
- ➔ Local businesses
- ➔ Advocates
- ➔ Health groups

Community engagement helped educate and promote awareness about the policy change, and helped us better understand citizens' opinions and needs.



Common public engagement strategies employed during active transportation policy development included:

- ➔ **Steering committees** to oversee the development, adoption, and implementation of policies
- ➔ **Community outreach**, which involved going to places where citizens were most likely to be found:
 - Neighbourhood meetings
 - Farmers markets
 - Transit stations and buses
 - Community events
 - Open streets
- ➔ **Surveys** (online, transit, and business)
- ➔ **Posters**
- ➔ **Postcards**
- ➔ **In-person meetings**
- ➔ **Media releases** in newspapers or on social media outlets (Facebook and Twitter)
- ➔ **Online reports**
- ➔ **Interactive mapping**
- ➔ **Mailing lists**
- ➔ **Project websites**
- ➔ **Focus groups**
- ➔ **Workshops**



A novel component of the Ross Street experiment in Red Deer was a survey to businesses to evaluate their perceptions of the experience of the partial road closure and its impact on their sales for the day, which turned out to be better than average. This approach demonstrated to businesses that they could profit from road changes by using data from their own business and their neighbours.

¹ Propel Centre for Population Health Impact. (2014). *Understanding healthy public policy processes: A multiple case study of the use of road modifications to improve active transportation*. Propel Centre for Population Health Impact, University of Waterloo, Waterloo, Ontario.