Managing engagement for enhanced community input

Steph Brown & Wendy Turvey

NZAIA Conference – April 2021

wsp

- *But someone else is doing the engagement, why do you need to be involved?*

- *Surely a desktop exercise is all that is needed?*

- *You can't talk to them!*

Outline

- Social impact assessment
- Challenges
- Engagement
- Practical responses
- Your experiences

wsp

Social Impact Assessment

- Is a process not a product – a research and analytical process

- Influences decision making and management of issues

- Requires genuine engagement

- Considers positive <u>and</u> negative impacts

Social impact: a change that is experienced by people as a consequence of a development or intervention

wsp

Times have changed…. mostly

The past

- DAD: decide, announce, defend

- DEAD: decide, educate, announce, def...

Moved to

- MUM: meet, understand, modify

- POP: Public owns project

Challenges still remain

Adequate resourcing

Tight timeframes

Sufficient influence within the project to make a difference

Clients eg. understanding, who you talk to

The engagement process

SCREENING   **SCOPING**   DETAILED
Greatest ability to influence the outcome   ASSESSMENT

- Identify who
- Generate the discussion – what are the issues?

Preliminary assessments done alongside engagement activates

- Integration occurs
- Impact assessment
- Monitoring
- Entire lifecycle

wsp

Having 'influence' / Being influential

Resources and timeframes

- Ideal vs 'working with it'
- Agree a scope – be clear about limitations
- Be clear what is 'in' and 'out' eg. health impact, cultural

Example: addressing issues of scale

Issues:

- Project 'reach' was at a regional level

- A number of key decisions had already been made

- Told couldn't talk to all landowners

wsp

Addressing issues of scale

Approach

- Included local and regional level indicators

- Online survey tools: 'Public Participatory Geographic Information Systems' (PPGIS)

- Targeted interviews

- Participated in project engagement activities

wsp
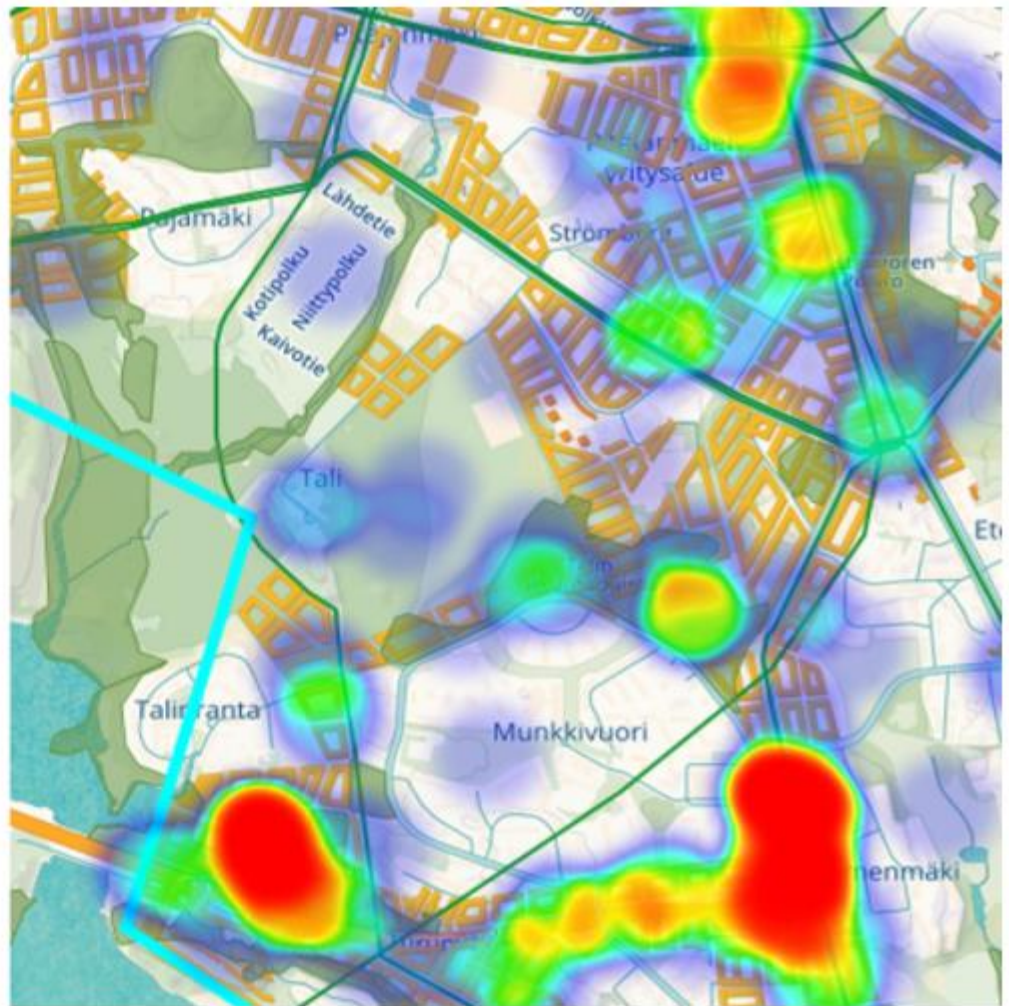
How do you deal with client constraints?

Where on the engagement spectrum are you working?

What challenges are you facing?

Others….?