

Community Engagement Strategy Backgrounder, September 2014

Mishandled land deals, The Corydon Neighbourhood planning process abruptly halted, major developments proposed and approved in a rush and seemingly out of the blue - all point to the fact that something is drastically wrong with the City's current approach to land development.

The time has come to change this. With growing concern over the lack of transparency in development, creating a process to allow Winnipeggers to have input on what developments look like in their city could be an important step towards regaining Winnipeg's trust and creating a City that is well planned and vibrant.

"An engaged city brings people together for conversations to address issues of common importance, to solve shared problems, and to bring about positive social change. It involves people in the decision-making process such that it improves the resulting decision and, over time, builds the trust that is needed for fully empowered communities to actively create a common future"

- The City of Vancouver

Other Canadian cities have engagement processes that allow community members to have a say in decisions that will substantially affect their neighbourhoods. Some like [Ottawa](#), even have principles that they utilize in all of their community engagement processes from budget consultations to bylaws to land use plans. Winnipeg's approach, however, has been to make deals or decisions and inform the community later. When community members are told about building projects before the dotted lines have been signed, it is often last minute with no real opportunity for dialogue or conversation.

In March, 2013, The SPCW organized a forum titled "Whose Winnipeg?" at the Millennium Library. Over 120 people voiced concern with the integrity, transparency and accountability of Civic Government and bureaucracy; public input, and Winnipeg's municipal governance structure. This meeting was the catalyst for two subsequent workshops, where community members had the opportunity to learn about existing development processes and identify what an effective community engagement strategy would look like. This feedback could serve as a valuable guide for developing a process that works for the people of Winnipeg.

During this election, talk to your Council and Mayoral Candidates about how you would like The City to engage the citizenry in its decision making.

For more information see:
[Whose Winnipeg Report](#)
[Winnipeg 101 Report](#)